

THE GRENADA SENTINEL

VOLUME LXXXV

GRENADA, MISS., FRIDAY, JANUARY 7, 1938

NUMBER 33

FIELD TRIAL ENTRIES WELCOME TO GRENADA

MISS. POWER & LIGHT CO. CREATES N.E. DIVISION

The old Northwestern Division of the Mississippi Power & Light Company, comprising the territory from the Tennessee line on the north to Stewart and Vaiden on the south and east and Rolling Fork on the south and west has been dissolved and three new divisions created to be known as the Northern, Northwestern and Northeastern divisions.

Grenada has been designated as headquarters for the Northeastern division with Pete LaGrone as division manager. LaGrone has long been recognized by the "big boys" in the power industry as one of their best engineers and most able diplomats and this promotion comes not as a surprise to those who know him.

This new physical set-up of the Mississippi Power & Light Company's system in the northern part of the state means much to Grenada. The Grenada office now has five new employees and their families, and with the continued expansion of the power system we can look for new employees to be added from time to time. Construction and maintenance line crews with trucks and full equipment will work in Grenada, and throughout the division, and the filling stations and merchants in general will benefit directly thereby.

The Sentinel joins in welcoming this change and hopes that it will prove mutually beneficial to the power company and Grenada.

Mr. W. J. Spurgeon, Father Of Mrs. Joe B. Williams, Dies

Mr. Spurgeon was 85 years of age at the time of his death.

Mr. W. J. Spurgeon, father of Mrs. Joe B. Williams, Sr., of Grenada, died at his home at Stone Valley, Yalobusha county, Tuesday, January 4. He was 85 years old.

Funeral services were conducted Wednesday with interment in Clear Springs cemetery near Stone Valley.

W. E. Boushe Articles Absent This Week

We are unable to carry our regular weekly article written by Mr. W. E. Boushe this week.

Mr. Boushe returned from Chicago last Friday and has been confined at home all week suffering from an attack of the flu. It has been said that city life is hard on a country folk.

Employees Advised To Safeguard Their Social Security Accounts

In an effort to insure wage earners, in this section, against the loss of any benefits which might accrue to their credit, David W. Fite, Acting Manager of the Greenwood Field office of the Social Security Board, has issued the following suggestions for the guidance of employees:

(1) KEEP THE NAME AND ADDRESS OF EACH EMPLOYER FOR WHOM YOU WORK, as well as the record of your own wage-earnings, in every job you hold.

(2) MAKE YOUR ACCOUNT NUMBER KNOWN TO EACH AND EVERY EMPLOYER for whom you have worked since the last day of December, 1936. The law requires each employer to report your wages so that you may get the full amount of benefits due you. If your employer does not know your number he cannot make a report that will assure a correct record of your wages. Protect yourself.

(3) YOUR SOCIAL SECURITY ACCOUNT NUMBER. 36 YOUR SAFEGUARD that your wages will be credited to you and not to someone else with a name like yours. This will mean dollars and cents to you and your family. The amount of your wages will determine the amount of benefits

President Approves Million and Half For Natchez Trace

Appropriation For Construction Work During Fiscal Year 1939

(Editor's Note: The following telegram was received on Wednesday of this week from Hon. A. L. Ford, Mississippi Congressman.)

Washington, D. C., Jan. 5.—The President and Director of the Budget have approved and recommended an appropriation of one million, five hundred thousand dollars for construction work on Natchez Trace during fiscal year 1939.

Boy Scout Council Annual Meeting To Be Held January 13

To Be Held At Sunflower Junior College In Moorhead, Thursday of Next Week

A Scout leader of the Delta Boy Scout Council will be recognized with the award of the Silver Beaver at the annual meeting of the Council to be held at Sunflower Junior College in Moorhead, Miss., Thursday, January 13th.

This award is made by the National Council of the Boy Scouts of America for distinguished service to boyhood in the territory covered by the local Council, upon nomination by the local Council and under the rules established by the Delta Council is permitted one nomination each year.

The selection is made by a committee from the Delta Council Executive Board and no advance announcement is made of the person selected to be the recipient of the award.

Scouters of the Delta Council who have previously been recognized with this award are R. E. Robb, Max Friedman, and Dr. H. C. Green, of Clarkdale; J. W. Spott of Leland; John Leveck of Benoit; Dr. W. M. Merritt of Boyle; and the late Warren Stewart of Charleston.

This award will be made at the Scoutmasters and Cubmasters appreciation banquet which will climax the annual meeting in Moorhead. Many other interesting program features are being arranged by the program committee composed of C. H. Everett and Dick Leigh of Moorhead and Dr. H. C. Green, of Clarkdale. It is expected that this will be the largest gathering of Scout leaders in the history of the Delta Council. Group conferences will commence at 2:00 o'clock and the banquet at 6:15 p. m.

Station WGRM To Be Back On The Air Soon

Radio Station WGRM, "The Voice of North Mississippi" will soon be back on the air.

Under Federal Radio Communications regulations they were required to install new equipment throughout with the increase in power that they were recently granted.

A new and larger transmitter is being installed and construction is well under way. Opening date of the new and better station will be announced in the near future.

Open house will be held at the transmitting plant when the work is completed and the public is cordially invited to visit them.

Erle Johnston, Jr. Here Christmas

Erle Johnston, Jr., of Jackson, spent Monday, January 27th with his parents, Mr. and Mrs. Erle Johnston, Sr.

Erle is connected with the Clarion-Ledger and it is reported that he has promise to go far in the journalistic field.

(Editor's Note: Left out of last week's issue through error.)

Annual Bird Dog Trials To Begin Jan. 10th, Record Entry Evident

The annual bird dog trials, sponsored by the Grenada Hunt and Field Trial Club, will open Monday, January 10th over the same grounds as last year, the M. C. Adams plantation, recently purchased by Mr. O'Keefe, of Jonestown, and better known as the Sayles place, 10th mile south of Grenada on Highway 51.

Drawing will be held at the Grenada Hotel, Sunday, January 9, at 7:30 p. m. The first brace will be run promptly at 8 o'clock, on the morning of Monday, January 10th and continue until trials are completed.

While a great part of the work of the dogs may be seen from points of vantage on the grounds, to see all of them you must ride horseback. The club has arranged for horses to be provided and they will be available for \$2.00 per day rental. Meals will be served by the ladies of Elliott in a building that has been equipped for the purpose.

Among those sportsmen to be here along with many others, the following are expected:

B. W. Norris, West Point, Miss.,

Grenada Cage Tournery Set For January 21-22

Coch Hathorn Plans To Accommodate A Large Gathering on These Dates

The Grenada high gymnasium will be the scene of a basketball tournament on January 21 and 22, according to Coach J. C. Hathorn, who is making plans to accommodate a large gathering on these dates.

Only boys and girls' squads in the North Central Mississippi district will participate in the activities. The pairings have not yet been arranged but are expected to be announced within a short time.

Due to the improvement of various teams in the region and an increased interest among towns where this sport is played frequently during the year, the affair this month will undoubtedly attract a full house.

Among the outfits who will likely compete for the honors are: Black Hawk boys and girls, Charleston boys and girls, Alva boys and girls, Grenada boys and girls, Gore Springs boys and girls, Spring Hill boys and girls, Winona boys and girls, Duck Hill boys and girls, Valley boys and girls, Calvary boys and girls, Cassella boys and girls and possibly others.

The strong Spring Hill six won the girls' championship last season by defeating the Alva ladies 30 to 20, while the Duck Hill quintet, composed of Alva 30 to 16 to annex the boys' title.

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R. R. Sprinkell and C. B. Roper, Jackson, Miss., Harris Rhynes, West, Miss., L. S. Speakes, Cleveland, Miss., Major Mord Short, Commo, Miss., Jeff Elgin, Lake Providence, La., Ed McLean, Columbus, Miss., C. A. Hendrix, Jackson, Tenn., Judge S. O. Bates, Memphis, Tenn., Walter McGee, Jackson, Miss., Hon. J. V. Conran, New Madrid, Mo., Hon. D. W. Holmes, Hattiesburg, Miss., Willis H. Carrier, New York, C. V. Walker, Little Rock, Ark., E. J. Brach, Chicago, J. A. Alexander, Spartanburg, N. C., W. D. Henson, Love, Miss., Frank Vestal, Commercial Appeal, Memphis, and the Judges C. C. Stephenson and Frank Broyles.

There will be many professional trainers on hand to see their charges work under guidance of the Amateur Owner-Handlers. Among those almost certain to be here: Brooks Holt, Okolona, Miss., Vieth Holloway, Courtland, Miss., W. S. Cooner, Indiana, John Gardner, Red Banks, Miss., Ray Huckaby, Bienville, La., J. Earl Buffkin, Commo, Miss., Geo. E. Gray, Appleton, Minn., Thomas W. Cox, Rensselaer, Ind., Chas. Hendricks, Mannedale, Miss., Layden Finney, Glenwild Plantation and Willard Odom, Grenada.

C. A. Pharr, Jr. 5 Years Old, Goes To Heavenly Father

Became Ill With Pneumonia Sunday, December 26th, Died Thursday, Jan. 6

C. A. Pharr, Junior, son of Rev. and Mrs. C. A. Pharr passed away Thursday morning at the Grenada Hospital as the result of pneumonia. He was 5 years old.

C. A. became ill with pneumonia Sunday, December 26 and was removed to the hospital the following day. His condition became more critical as the hours passed and the doctors gave all the knowledge of medical science, they possessed, but with that and the prayers of his mother and father and friends the Death Angel could not be stayed. It was God's will that this dear little boy should go, and his soul now rests in that Home beyond the skies where there is no sickness, no sorrow, no pain.

C. A. was a bright and manly little fellow. The writer got to know him real well not so many Sundays ago. It was about 11:15 a. m. that I was driving south on Line Street and I noticed a little boy at the intersection of Line and Margin Streets either waving to me or wanting a ride. I stopped and asked him where he was going. He came out to the car and we both opened the door. He said, "I'll tell you where I want to go. I want to go back this way."

I asked him where he was going and he said, "I'm going home, my mother and father were supposed to meet me here and go to dinner." I said, sonny, your father is at church preaching. He said, "no, they were to meet me here and I have been waiting for quite a bit." I then told him that it was not dinner time that it was only a little after eleven and that his father was at the church. He said, "oh yes it is dinner time too, we start our dinner around 11 o'clock." I backed up and headed the car down Margin Street and drove him home. When he got out at home he said, "thanks, I just didn't feel like walking home." And I have laughed about this experience many times.

Funeral services, conducted by Rev. Long, of the Presbyterian Church, of Water Valley, were held Thursday afternoon at 3 o'clock from the Presbyterian Church, of Grenada, of which his father is pastor. Burial was at Odd Fellows Cemetery.

Active pallbearers were Hubert Calhoun, George Grant, C. S. Burt and McCune Talbot.

Honorary pallbearers were C. M. Jones, Joe Jackson, E. C. Neely, O. T. Edlerman, W. F. Martin, A. M. Carothers, R. L. Vandiver, W. D. Salmon, W. B. Smith, E. S. Brown, Corlies Horton, H. H. Horton, J. J. Nichols, J. B. Owen, A. J. McCulloch, George

Mrs. R. D. Dubard Injured In Collision Wednesday, Jan. 5

Heavy Fog Blamed For Accident Causing Serious Injury To One Person

A heavy fog which blanked Grenada and the countryside early Wednesday morning was blamed for an automobile accident in which one person was seriously injured.

Mrs. R. D. Dubard, of near Holcomb, received a fracture of the nose and jaw and her eye was badly injured. Her child received a possible fracture of an arm. In the car with Mrs. Dubard at the time of the accident, besides her son, was her husband and Ralph Kilgore.

The Dubard car collided with a truck driven by Joe Irbry, of Oxford. The accident occurred about 6 a. m. two miles west of Grenada.

No Possession Is Better Than Health Says Dr. H. C. Ricks

Moderate and Sane Rules of Living Are Vital Significance

In a New Year's inventory no possession is more valuable than health according to Dr. H. C. Ricks, director of county health work and epidemiology, State Board of Health, who states that for this reason health habits will bear close inspection and in many cases, revision.

Dr. Ricks said that moderate and sane rules of living are vitally significant in preventing disease. Dr. Ricks showed the importance of health practices with reference to pneumonia, which is now prevalent in Mississippi.

"Good health, rest, proper food, exercise, sleep, and sufficient clothing will go a long way in preventing pneumonia," Dr. Ricks said, "while overfatigue, overexposure, chilling, undernourishment, alcoholism, the common cold, and other wasting diseases favor the development of the disease."

Pneumonia is an acute inflammation of the lungs characterized by fever, rapid, shallow breathing, pain in the chest or side, and often blood-tinged sputum. The early symptoms are a chill and fever with temperature usually over 100 degrees, pleurisy pains, and "rusty" looking sputum. Prompt recognition of all or any of these symptoms and immediate medical care of utmost importance.

"The value of serum in treating pneumonia caused by certain kinds of germs is becoming an increasingly important factor in the control of the disease. There are thirty-two types of pneumococcus germs causing pneumonia, and serum is now available for practically 90 per cent of such cases. (Please turn to page 5)

Mr. Henry Crosby Loses Life In Fire Wednesday Night

Excitement Evidently Caused Mr. Crosby To Jump From A Second Floor Window

Mr. Henry Crosby, of McCool, died at 12:45 o'clock Thursday morning at the Grenada Hospital as the result of injuries received in a fire which did considerable damage to the Majet lodging house on Depot Street some three hours earlier. He was about 59 years old.

The fire originated on the lower floor in the bath room in the rear of the building and had made considerable headway before the fire department was summoned. The building is of frame construction and prompt action of the fire department prevented the structure from being destroyed.

Mr. Crosby evidently became excited for he jumped from the second story window. His body struck the adjoining building, rebounded against the burning building and plunged to the ground. He was badly burned about the body and his face was a mass of blood when rescuers reached him. Garner Brothers ambulance responded promptly to the emergency call and he was taken direct to the hospital.

Granberry, Clark Gentry and H. W. Baker. Both active and honorary pallbearers were all officers of the church.

To the sorrowing parents The Sentinel extends its sincere sympathy.

MISS. STATE EMPLOYMENT SERVICE HAS OFFICE HERE

The Grenada office of the Mississippi State Employment Service was opened on January 3, in its office over the Corner Drug Store at Grenada with J. B. Lewis, Senior Interviewer, in charge.

Mr. Lewis has been serving in the Mississippi school system since 1919, his most recent position being that of Superintendent of Schools at North Carrollton. He graduated from Mississippi College and later studied at Peabody and the University of Missouri.

Miss Pauline Eubank, of Winona, Clerk, will complete the initial staff of the office. Additions will be made during the early months of 1938 by the State Director. Miss Eubank is retained by the MSES from the Winona office of the National Reemployment Service.

"The Mississippi State Employment Service is gradually replacing the National Reemployment Service throughout the entire state," Mr. Lewis explained. "The MSES is a temporary emergency agency set up to fight the depression. The MSES is not a relief agency but is a permanent institution which will give the chief emphasis to placing workers in private employment."

"We shall not be able to serve our community satisfactorily until the office has been fully staffed. The state director will make the additional selections from the eligible list during the next few months. Meantime we shall make the best possible beginning toward furnishing this area with an efficient free service for workers seeking jobs and for employers seeking qualified workers."

Mr. Sel Roane Loses Eye In Hunting Accident December 31

Every Effort Was Made To Save The Eye, But It Was Necessary To Remove It

Last Friday while out bird hunting Mr. Sel Roane was accidentally wounded. Only one shot of a bird load struck him and that was in the eye.

He was about two miles from his car when the accident occurred and it was necessary for him to walk that distance. Every effort was made to save the sight of this eye but Monday it was decided that it could not be done and an operation was performed. Monday afternoon and at this writing Mr. Roane is on the road to recovery.

The Sentinel joins the many other friends of Mr. Roane's and hopes that he will soon be up and about again.

Local Boy Accepted For Navy Enlistment

William Winford Hayes of this city was accepted for enlistment in the U. S. Navy, at our local Navy Recruiting Station a short time ago. Winford expects to be enlisted in the near future.

Delta Boy Scouts Council to Hold Meeting at Sunflower Junior College Jan. 13

One of the special features of the Annual meeting of the Delta Boy Scout Council, to be held at Sunflower Junior College in Moorhead, Miss., Thursday, January 13, according to Council Commissioner, Dr. H. C. Green, of Clarkdale, will be the Scoutmasters and Cubmasters Appreciation Banquet at which all Scoutmasters and Cubmasters will be the guests of the Council.

"We have every reason to believe that we will have the largest gathering in the history of the Council of Scout leaders and friends of scouting at this meeting and an inspiring program is being prepared," said Dr. Green.

The meeting will get under way at 2:00 o'clock in the afternoon with group conferences for Scoutmasters, Cubmasters, District Commissioners, District Vice-Presidents, Standing Committee Chairman, Troop Committees, Pack Committees and Court of Honor Committees.

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REVELL'S JANUARY CLEARANCE SALE

FREE DELIVERY
IN TRADE TERRITORY
TERMS TO SUIT

OPENS FRIDAY, JANUARY 7th

FREE DELIVERY
IN TRADE TERRITORY
TERMS TO SUIT

FREE!

With a One Dollar Purchase We Will
Give An Extra Quality, Steel

PARING KNIFE

Worth 25c

**FREE! SIMMONS BEAUTYREST
MATTRESS**

GIVEN AWAY SATURDAY, JANUARY 29, AT 4 P. M.

See Us For Particulars

FREE!

To the First 25 Adults to Enter Our
Store Friday, Opening Day, We Will
Give a Beautiful

Ash Tray

Absolutely Free

NOTICE OF SALE UNDER TRUST DEED

By virtue of the authority conferred upon me as trustee in that certain trust deed executed by H. D. Payner and wife, L. M. Payner, in favor of W. D. Merritt as beneficiary to secure an indebtedness therein described, under date of February 24, 1936, as said trust deed appears of record in land mortgage book 71 at page 248 of the chancery clerk's records of Grenada County, Mississippi, default having been made in the payment of said indebtedness and being requested so to do, I, Ward Merritt, trustee aforesaid, will within legal hours at the east door of the court house of said county on the 29th day of January, 1938, will offer for sale at public outcry to the highest and best bidder for cash the property conveyed under said trust deed, to-wit: NE 1/4 of NE 1/4 of Section 23, Township 23, Range 7, East, Grenada County, Mississippi; also, the following personal property subject to a first mortgage, to-wit: One 15-30 International Adams Mill complete; One Saw, Belts, Etc.; One 6-Cylinder Dodge Truck 1928 Model.

I will sell the above property as trustee only. Witness my hand this 4th day of January, A. D. 1938.

Ward Merritt,
1-7, 14, 21, 28-229w. Trustee.

**LOOK FOR
Red Star**

On your receipt when
making purchases
It is valuable
7-51 CAFE

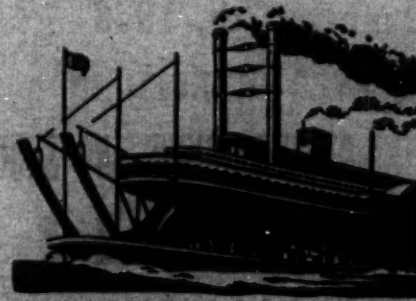
Bronchial Coughs Need Creomulsion

Just a common cough, a chest cold, or a bronchial irritation of today may lead to serious trouble tomorrow. They may be relieved now with Creomulsion, an emulsified Creosote that is pleasant to take. Creomulsion is a medicinal combination designed to aid nature in soothing and healing infected mucous membranes by allaying irritation and inflammation and by aiding in loosening and expelling the germ-laden phlegm.

The Medical Profession has for many years recognized the beneficial effect of Beechwood Creosote in the treatment of coughs, chest colds, and bronchial irritations. A special process was worked out by a chemist, for blending Creosote with other ingredients and now in Creomulsion you

get a real dose of genuine Beechwood Creosote which is palatable and can even be taken frequently and continuously by both adults and children. Creomulsion is one preparation that goes to the very seat of the trouble to help loosen and expel the germ-laden phlegm. When coughs, chest colds and bronchial troubles—due to common colds—hang on, get a bottle of Creomulsion from your drugist, use it as directed and if you are not satisfied with the relief obtained, the drugist is authorized to refund every cent of your money. Creomulsion is one word—not two, and it has no hyphen in it. Ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief that you want. (Adv.)

Hotel Gayoso's **TRADITIONALLY PERFECT SERVICE**
keeps rollin' along



Timely
REASONABLE RATES
Single — \$1.50 up
Double — \$2.50 up
350 Rooms
Latest Improvements

Convenient
COFFEE SHOP
In the lobby
Appetite Headquarters
Finest Food at Thrifty Prices

HOTEL GAYOSO
C. C. Cartwright, Gen. Mgr.
MEMPHIS, TENN.
Free Parking in Garage

10 YEARS AGO IN GRENADA

January 6, 1928

Mr. and Mrs. J. P. Pressgrove, of Grenada, spent several days with their parents, Dr. and Mrs. V. H. Ward.—Batesville Panolian.

Mr. and Mrs. R. W. Tyson, accompanied by Mr. R. H. Williams, Mrs. Tyson's uncle, left Sunday morning in their car for Jacksonville, Fla., where they expect to spend the remainder of the winter. They had been here for Christmas holidays with relatives.

Messrs. Martin Bradford, Joe Davis and J. T. and T. G. Salmon returned to A. and M. College at Starkville the first of the week after enjoying the Christmas holidays with homefolks.

Mr. and Mrs. L. A. Olson and Junior, with Mrs. Liddell and Frank Liddell, professor at A. and M. College, who is spending the holidays with them at their home in Grenada, were here a part of Christmas day.—Carrollton Conservative.

Mr. John Lufkin returned Monday to A. and M. College at Starkville after spending the holidays with his parents, Mr. and Mrs. J. E. Lufkin, on Third Street.

Mr. and Mrs. G. S. Granberry and family left the latter part of last week for Greenwood where they will in the future reside. Mr. Granberry has received a deserved promotion in his work with the National Cash Register Co., and he will manage the concern's Greenwood office. Their many Grenada friends' best wishes go

with them.

Mr. and Mrs. H. B. Spain and little daughter, Peggy, spent a part of the holidays with their parents and grandparents, Mr. and Mrs. Theo. Spain in Booneville.

Miss Ruby Lockett left Monday for Memphis where she went to enter Macon and Andrews Business College.

Mrs. W. P. Wilkins, of Grenada, accompanied her daughter, Miss Mary Patton Wilkins, to this city to attend the Leap Year dance Tuesday night.—Clarksdale Register.

Messrs. Rodney Henderson and S. L. Murphy, Jr., who are attending the University of Mississippi, spent the Christmas holidays with homefolks in Grenada.

Miss Clara Louise Caffey spent

ROAMING Through The GLOAMING

What has Elizabeth Brooks got that makes her nose extend directly upward?

Wondering: How Charlie Calloway would look with Sue Collins. How Josephine Payne would look with Claude Parks. How Fred Murray would look with Melba Anderson. How Elizabeth Brooks would look with Grace Smith. How Gene Marders would look with E. L.

Betty and Camilla certainly were "snooted" by Elizabeth Dogan. It must be that green-eyed monster that makes "Libby" do that.

Thomas Rose will suffer from Burns, if he doesn't watch out.

What young lady shed many a tear because he had to go back to college?

Romance of the Week: Grace Smith and Jack Hudson.

Don't blame me, Hortense, if you were teased. The truth hurts sometime.

Clyde Horn says that he has met only one sweet girl during his seventeen or eighteen years. Deal! Deal!

Dedicated to Cora—"You started Something."

How 'bout it, Louise Moore?

from Thursday 'til Sunday with her aunt, Mrs. J. E. Leverette, of Elliott.

Mrs. C. E. Heath and son, Edward, motored over from Marion, Ark., for a few days with their parents and grandparents, Mr. and Mrs. J. E. Leverette, of Elliott.

The Sentinel is glad to be able to state that young Donald Lockett, small son of Mr. and Mrs. C. E. Lockett, who is in Grenada Hospital ill with pneumonia, is regarded as showing some improvement. The many friends of this little fellow hope he will soon be able to be out.

Mr. Charles Penn, who holds a position with the Cudahy Packing Co., in Memphis, was down to spend the holidays with his mother, Mrs. C. C. Penn, on Second Street.

Dr. W. T. Merritt, of Jackson, was a visitor in the City Beautiful for a short while last week.

Mrs. Walter Q. Wilgus is the guest of Mr. and Mrs. J. D. Dyre in Grenada. She is a sister of Mrs. Dyre's. Mrs. Wilgus has only recently returned from the Philippine Islands and is now making her home in Memphis. Her many Grenada friends are giving her a glad welcome.



A dollar bill will help

**FIGHT
INFANTILE
PARALYSIS**



You are cordially invited to

send a dollar bill or more—

and join the President in the

new national Foundation for

Infantile Paralysis. Amount

sent will be credited to your

city, county and state. Address

LEITH MORGAN, Chairman

Committee for the Celebration

of the President's Birthday

50 East 42nd Street, New York



Donated through the courtesy of Clinton, Inc., Jean Clark Gell, President.

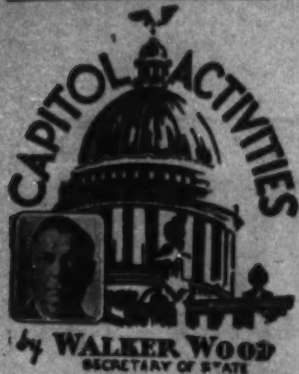
NOTICE TO Sentinel Subscribers

Please notice the date opposite your name on The Sentinel this week and if same shows year ending 1937 it signifies that your subscription is due.

*Be sure to notice the
date opposite your name*

Please Come In And Pay Up

The Grenada Sentinel



Resuming our series of articles on the subject of "We, the Taxpayers, According to the Record," here is the fourth article of said series, in which we hope you will find additional information of value as to the problems that confront a state government, the manner and sources of raising revenues with which to operate the state government, and for what the money is spent.

ARTICLE 4

In previous addresses of this series, in discussing the problems of "We, the Taxpayers, According to the Record," I have already shown the means by which the revenues for the operation of the state government are raised, and it is fitting at this time that we discuss with you the manner in which the revenues are used.

Although the assertion is probably unfounded, it has become a common remark that the people do not know what becomes of their tax money. It is my purpose to present a simple, accurate picture of how the tax dollar of the people is spent.

During the years 1934 and 1935, the total receipts raised by taxation, exclusive of bond sales, amounted in round numbers, to \$50,000,000, or an average of \$25,000,000 per year. This was an average of seven million dollars more per year than the thirty-six million dollars raised during 1932-1933, the preceding biennium. This remarkable increase was largely due to an additional 3% million dollars collected from the sales tax and more than seven million dollars in federal aid, the major shares of which went for highway construction. Decreases of 2% million dollars in the general property collections, a quarter million dollars in collection from banks for support of the banking department and deposit protection, and a half million dollars in county aid for highway construction, were offset by increases of nearly two million dollars in general tax collections, and \$2,100,000 as the state's portion of gasoline collection, \$2,600,000 in penitentiary farm sales, land sales and redemptions, county rehabilitation bonds and interest payments, and miscellaneous receipts.

I have pointed out from what sources the revenue for the operation of the state government is derived, and the amount of money from these tax sources. Hence it follows that the next logical step in this series of addresses with taxation, is a discussion of what the revenues thus collected are used for, or where the tax dollar is spent.

Under the disbursement phase of this discussion, we find that for the biennium of 1934 and 1935, approximately \$43,000,000 constituted the cost of operation of the state government—or an average cost for each year of approximately \$21 1/2 million dollars. When this is compared to the 36% million dollars spent during the 1932-33 period, or \$18,400,000 per year for that biennium, we find that the next increase between the two periods in expenditures for departmental, institutional and agency activities was approximately 8% million dollars, or an average increase of a little more than three million dollars per year, which represents the necessary expansions of government in keeping pace with the demands of the people and with the march of progress.

Under these expansions and increased expenditures for these years, approximately \$1,368,000 was required for educational purposes; an additional \$654,000 for highway maintenance, over eight million dollars for highway building; \$285,000 increase for the new insane hospital; \$438,000 for emergency expenditures and deficits; \$350,000 for increased legislative and administrative expenses. Of the decreased expenditures registered, there were \$5,370,000 in the liquidation of closed banks; and \$400,000 decrease in confederate pensions and other expenditures.

In 1934-35—two years later—all debt service expenditures covering bonds and interest payments, amounted to over six million dollars, or an average of more than three million dollars per year. These were met from current funds. During the preceding biennium the debt service expenditures

amounted to more than 4% million dollars, bringing the total four year debt service expenditures—of bonds and interest payments—up to 12% million dollars annually, or an average of more than 2% million dollars annually all of which was paid from current revenues.

A statement of the combined disbursements out of both the General and Special funds for the four year period of 1932 through 1935, reveals that a total of 96% million dollars, or an average of 24 million dollars per year, was spent. These figures include both the amounts spent for ordinary functions of government and the expense of paying off bonds and interest due. Therefore, we can easily see that the payment of bonds as matured, together with bond interest payments, which constitute our debt service, constitutes a BIG item of our expenses.

Now, here are some other expenses for consideration: For the four-year period in question 1932-35—legislative sessions cost was approximately \$665,000; executive departments, salaries and expenses of maintenance and upkeep of all state-owned buildings, cost an average of \$600,000 per year; the expense of the judiciary was \$300,000 per year; educational costs, including common schools, state colleges, extension work, and other state school and educational activities, amounted to \$6,000,000 per year; public health and service costs averaged \$1,125,000 per year; penitentiary expenses were over \$250,000 per year; Confederate pensions and the maintenance of Beauvoir Soldiers' home cost \$450,000 per year; agricultural service and promotion of industries in the state cost \$130,000 per year; protection of game, fish and natural resources cost an average of \$160,000 per year; national guard expense averaged \$47,500 per year; state's portion of county assessors' salaries cost \$65,000 per year; liquidation of closed banks averaged \$1,365,000 per year; departmental and institutional deficits and emergency matters averaged \$110,000 per year; new insane hospital buildings averaged \$450,000 per year; highway construction and maintenance cost an average of over eight million dollars per year; and miscellaneous general expenses and transfers cost an average of \$185,000 per year.

This brings the total costs of disbursements for all functions of state government for the four year period—1932-35, up to approximately \$80,000,000, an average of \$20,000,000 per year. Under the division of debt—service expenditures—bonds and interest payments—we find the expense of retiring bonds and interest amounting to \$7,800,000 per biennium, brings up the total to approximately \$86,000,000 for the four year period of 1932-35, or an average of \$21,500,000 per year.

You have readily seen that the largest single item of cost in the operation of state government is the construction and maintenance of highways. During the four-year period of 1932-35, this item alone cost the state government nearly thirty-three million dollars for four years, representing approximately 34% of the total of all funds disbursed during that period, or in other words 34% of the state tax dollar for the four-year period.

The next largest item of expense in the state's budget is the cost of education, including common schools, higher institutions, extension work, and all procedure pertaining to educational activities. During the four-year period of 1932-35, the State spent over twenty-four million dollars of all funds disbursed for educational purposes and activities, or an average of six million per year, representing 25% of all funds disbursed during that four-year period. Thus for these four years these two departments of state government—highways and education—cost the taxpayers approximately 58 million dollars, or 59% of the total funds disbursed. Exclusive of debt service—bond and interest payments—a total of 20 million per year, or 80 million dollars for the four years—1932-35—was disbursed for ordinary governmental expenses, and when the \$58,000,000 for highways and educational purposes is deducted, it leaves only about twenty-two million dollars, or an average of \$5,500,000 per year.

While the expenditures for highway construction and education are demanded by the people, and splendid results have been realized for the investment, the facts show that all other governmental interests have been operated on an average cost of approximately \$5,500,000 per year for the years of 1932-35 inclusive, and that the best of business economy has been practiced in handling the State's business. This \$5,500,000 per year covers the operating expenses of the following departments and institutions: Governor, Attorney General, Secretary of State, State Auditor, State Treasurer, State

Tax Commission, State Tax Collector, Department of Archives and History, State Library and Library Commission, State Board of Health, Agricultural Department, Insurance Department, Banking Department, Military Department, Forestry Department, Fish and Game Department, State Board of Public Welfare, the Judiciary, consisting of the Supreme Court and Judges, Chancery and Circuit Judges and District Attorneys, all eleven of the State Eleemosynary Institutions, the Penitentiary and all other departments.

Below will be found the fifth, or last article, in the series of articles prepared on "We, the Taxpayers, According to the Record." We hope our readers have found some information in these articles that will prove of benefit to them:

ARTICLE 5

In the last four addresses that I have delivered on "We, the Taxpayers, According to the Record," I have presented to the radio listeners who have honored me with their attention how the state tax dollar is secured and how it is spent; that the people demand expansion of government as time passes and we march on; that to keep pace with the march of progress and not make our tax load heavier and reduce taxes, it is necessary to use good business economy and create new taxable wealth to absorb any new taxes necessary for expansion.

A four mill state tax and the exemptions of homestead and certain classes of personal property is made possible as explained in the address delivered on "We, the Taxpayers, According to the Record," that preceded this one. Our state tax is among the lowest of the states of the nation.

We have our tax problems in the cities and counties, and it is hoped that the 1938 legislature will be able to work out some real assistance along this line.

At each regular session of the legislature committees are designated to look after the various legislative measures relative to the State Government, and the Ways and Means Committee of the House commences a study of the different sources from which revenue may be obtained, and makes an estimate of how much may be realized from the respective sources, such as ad valorem, privilege, sales tax, amusement, tobacco, utilities, inheritance, income, gasoline and many other sources of taxable wealth, and the estimated sum total of possible revenue, in order to be as light as possible on the taxpayers.

Their report is turned over to the appropriations committee, which checks this report of anticipated revenues with the needs of operation of the State Government as presented and approved by the Budget Commission, and the appropriations for operating the different departments, institutions and commissions of the government recommended by the said Budget Commission.

All monies collected, or received by the said departments, institutions or commissions, are turned into the state treasury, and are paid out only by appropriation, as provided by law, and in the manner prescribed by the legislature. Many departments and commissions turn into the state treasury funds far in excess of the amounts appropriated for the operation of their departments, thus when any emergency arises during the biennium, for which no appropriation has been made, then such emergency obligations can not be met until authorized by legislative appropriation, no matter how much money may be in the state treasury at the time. However, the Governor can authorize the emergency expenditures, then it becomes a debt of the state, but can not be paid until legislative appropriation is made.

Some of the financial problems that will confront the legislature in January to keep Mississippi marching on and in step with the development of our state and the progress of the country will be: More money for schools; more money for road construction; more money for Old Age Assistance; more money for Institutions of Higher Learning; each department of government—executive, legislative, and judicial—is operating on practically the same appropriations that were made in the 1932 session of the legislature, when we were going through the worse period of the depression. Then every thing that might be classified as necessities for living were at the lowest price since 1929. Today, every necessity for living, is not far from the 1929 level, which was the lowest price level during the prosperity era.

We call your attention to this fact to show you that conditions make it impossible to operate efficiently on 1932 budget schedule.

The income from many of the sources of revenue are exceeding

the 1932 estimate, and are a factor in bringing about readjustment of income of the state for biennium 1938-40. As a result of the estimates 1934-36 biennium being exceeded state taxes have been reduced, homesteads to the amount of \$2500 have been exempted from state tax, and certain classes of personal property have been exempted, many bonds have been called, and large sums of interest saved. State ad valorem tax reduced, thus giving to the taxpayers the benefit of the increased revenue received over the estimated and actual expense of operation.

New Revenue:—Many conclusions are advanced from many schools of thought.

There is one school of thought that holds that a tax should be levied on every transaction.

There is another that opposes any kind of exemptions and claim all property of every kind should carry its just proportion of taxation.

There are those who think the Sales Tax should be increased one cent, and the increase earmarked and given to the counties for bond payments, or schools.

The idea has been advanced that the state should issue baby bonds in denominations of \$25, \$50 and \$100. Similar to those now being issued by the Federal Government. Pay 3 per cent interest, and in this way provide a safe investment for our people to invest their savings in baby bonds.

It is estimated that the state would receive millions from this source. This money could be used in buying state and county bonds carrying a higher rate of interest than 3 percent. For instance, these funds could be invested in state or county bonds that are carrying a higher rate of interest than 3 percent, and bonds offered below par and pay off state bonds when they become due, if the funds permit.

For Example: The state goes to a bond dealer and they make a purchase of a Hinds county bond and pay par and 5 per cent interest for the bond. When Hinds county pays off the bond the state bought, it would pay the state the face value for the bond and 3 per cent interest from the time the State bought the bond, thereby saving Hinds county 2 per cent interest, from time of purchase by the state.

If the purchase of a Montgomery county bond was made, and it was selling below par—say at 90¢ per \$100 and carries 5 per cent interest, when the county paid the state for the bond, it would settle by paying the state \$95 a hundred and 3 per cent interest, a net saving to the county of \$7 per hundred, from the time the state purchased the bond.

This plan would insure the saving of many millions of dollars to the counties in liquidation of their bonded indebtedness. It will also give to our people a safe investment for their savings, stop to some extent the millions that are being invested in government baby bonds, and protect our people from many unsound investments, and build up a protection against racketeers and high powered salesmen.

Some of the advocates of this plan hold that a stop limit of issuing three million a year should be provided, and allow no one to invest over \$10,000 in state baby bonds in any one year.

There are many prevailing opinions as to how new revenues should be raised, and direct the new income to the assistance of the counties and cities. It is universally agreed that the State taxes are reasonable and not working a hardship on the taxpayers. The county taxes, including state, county and districts are high and with municipal taxes added, the taxpayers, in many instances, are paying from 6 to 10 per cent interest in taxes. This rate of taxation is too high.

Seldom does an individual, or body, of citizens go before the legislature, board of supervisors, mayor and board of aldermen, and discuss the problems of government. If this was frequently done, out of such meetings, at least a better understanding would develop. A better insight as to the taxpayers' point of view would be gained, and the tax payers would understand fully and correctly the problems that confront the unit of government they visited. Do not wait until you have to pay taxes, and then condemn the authorities and the tax collector. Visit those who have power to levy taxes and present any constructive suggestions you have to make the taxes lighter.

This concludes a series of five articles on "We, the Taxpayers, According to the Record," and dedicated to the Federated Women's Club of the State. We hope that our readers have enjoyed them, and have a better understanding of how our tax problems are handled by the officials of our great state.

Center Point News

George Lester had as his guest during the holidays, Mr. Jim Baker, of Jackson. He returned home Sunday.

Mr. and Mrs. Clinton Rosa were visitors of Mr. and Mrs. Hayden Hankins, of Cascilla, Friday.

Mrs. E. C. Kersh, of Grenada, spent last week with her mother, Mrs. G. E. Lance.

Mr. and Mrs. J. F. Whitten had as their guest this week, their sister, Mrs. Texanna Buchanan.

Mr. and Mrs. John Buchanan had as their guests Wednesday, Mr. and Mrs. Webster Buchanan, of Phillip.

Miss Bessie Mae Wolfe, of Grenada, spent the week-end with home folks.

Visitors in the home of Mr. and Mrs. G. E. Lance Sunday were: Mrs. Will Ashmore and children, Vennie and Lottie, of Clarksdale, and Mrs. Johnny Whitten and son, Leslie, of near Cascilla.

Mrs. Dee DuBoise and children, Clarice and Bessie Glade, of Jackson, were visitors in the homes of her sister and brother, Mrs. Ellie Lester and Telford Lance, and of her mother, Mrs. G. E. Lance, this week.

Mr. and Mrs. Ben Gentry had as their guests Christmas day, Mrs. Ollie Pearl Harvey, of Greenwood, and Mr. and Mrs. Glenn Turner and children, of Grenada. Their visitors Saturday night were Jim Baker and Louise Lester.

Saturday visitors in the home of Miss Louise Lester were Mrs. Ben Gentry and Hayden Whitten.

Many of the young people of this community attended the dances given by Mr. and Mrs. Elbert Hickey, of near Seobey and in Greenwood during the holidays.

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BLACK-DRAUGHT

A GOOD LAXATIVE

Wayside News

Proud to report Mrs. Bob Wilbourn is a lot better. We truly hope she will continue to improve. Her daughter, Mrs. Ralph Mullen, husband and daughter, of near Coffeeville, spent last week-end with her.

Brother Morese Hewelett, of Memphis, was the guest of Mr. and Mrs. C. D. Briscoe and family a few days last week.

Miss Parilee Sullivan spent a few days during Christmas with her sisters in Helena, Ark.

Mr. and Mrs. Marvin Kenwright and little daughter, of Blytheville, Ark., spent last week with Mr. and Mrs. Genie Tribble and family, also his parents, Mr. and Mrs. Bailey Kenwright.

Mr. John Tribble and two sons-in-law, Lacy Williams and Guy Fred Pollan, were in Coffeeville last Monday on some very important business.

The shower given for Mr. and Mrs. Howard Todd in the home of her parents, Mr. and Mrs. George Martin Saturday night, January 1 was a success. They received lots of nice useful presents. At the closing hour the guests were served hot chocolate and cake.

Mr. and Mrs. John Tribble and Mr. and Mrs. Guy Fred Pollan and little son were Sunday visitors of Mr. and Mrs. Lacy Wilbourn.

Mr. Tom Williams and Vera Gahagan were the happy guests of Mr. and Mrs. Buddie Hill Sunday night.

Mr. and Mrs. Leslie Kenwright of Blytheville, Ark., were a few days visitors of their parents, Mr. and Mrs. Bailey Kenwright, last week.

Mr. and Mrs. Manley DuBoise, of Taylor's Chapel, spent part of the Christmas holidays with her parents, Mr. and Mrs. John Tribble.

Cole's Creek News

Mrs. Jim Moore, of Gore Springs, spent the holidays with her mother and father, Mr. and Mrs. G. C. Trusty.

Mrs. M. A. Trusty is visiting her daughter, Mrs. M. O. Gray.

Mr. and Mrs. G. C. Trusty, Mrs. Gaston Trusty and Mrs. Troy Moore spent last Sunday in the home of Mr. and Mrs. M. O. Gray.

Mr. and Mrs. Evon McGregory is visiting her sister, Mrs. Lela Payner this week.

Mr. and Mrs. J. E. Trusty have returned to their home in Memphis after spending the holidays with relatives in this community.

Mr. and Mrs. Carl Havens are moving into their new home on Mr. Hubert Clark's place.

Mr. and Mrs. Louis Milum are moving from our neighborhood. They will be very much missed around here.

Mrs. Carl Havens called on Mrs. H. D. Payner last Monday afternoon.

Miss Mildred Clark and Mrs. Patty Young called in the home of Mrs. M. O. Gray last Monday afternoon.

Miss Anabelle Clark and Mrs. W. H. Carter are on the sick list this week. Hope they will soon be well again.

Don't forget that next Sunday is our regular preaching day. Hope it will be pretty weather this time as it was so bad last time folks could not turn out.

Mr. Jesse Clark killed hogs last Monday having nice weather on the meat.

R. A. Clanton, M. D.

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McMurry-Horton

The marriage of Miss Grace Cowles Horton, daughter of Mr. and Mrs. Cowles Horton, and George McMurry, a major social event of the year, was solemnized Saturday, January 1, at High Noon at the Presbyterian Church. The Rev. C. A. Pharr officiating.

The bride wore a gown of white moire made along Victorian lines, with leg-o-mutton sleeves, a full flared skirt with slightly lifted hem line in front, a moulded bodice with wide Queen Anne collar, a heart shaped neck in front fastened with tiny buttons. The short veil of white illusion fastened to a Juliet cap of Moire; her only ornament an exquisite diamond and emerald necklace, she carried a shower bouquet of brides' roses and lilies of the valley. The Honorable Mr. Cowles Horton gave his daughter in marriage.

Miss Horton was attended by her sister, Miss Adelaide Horton, as maid of honor, Mrs. Cowles Horton, Jr., matron of honor and Miss Catherine Ross, brides maid. The bride's attendants were gowns fashioned alike, of luxurious velvet in jewel tones of sapphire blue, ruby wine and emerald green, made with princess lines and puffed sleeves and wearing toques of matching velvet with butterfly bows in front, they carried colonial bouquets of talisman roses and lilies of the valley.

Mr. McMurry was attended by Mr. Cary Jones, as best man, and the following bridesmaids: William Hoffa, Jr., Pat Easterling, Hurd Horton, Jr., and David Du-bard.

Southern smilax, ferns and palms formed the back-ground for cathedral candelabras and tall floor baskets of call lilies.

Pews reserved for the family and intimate friends were marked with white ribbon tied with bows of tulle.

Mrs. R. M. Smith, organist, played a program including the selections: "Meditation" by Thais, "Liebestraume" by Liszt and the Wedding March by Mendelssohn, Mrs. George Granberry sang, "All For You" and Mr. Robertson Horton, brother of the bride, sang At Dawning.

Immediately after the ceremony Mr. and Mrs. McMurry left for the Gulf Coast where they will spend their honeymoon, on their return they will make their home at the North Manor Apartments in Jackson, Miss.

Among the out-of-town guests were: Mr. and Mrs. A. B. Campbell, of Jackson, Mrs. W. R. Hicks, of West Point, Miss Ethel McMurry, Miss DeLoach McMurry, Mr. J. T. McMurry, Mrs. John McMurry, Mrs. Sidney Adkinson and Miss Sara Buie, all of Jackson, Miss Ava Sanders of Glen Allen, Miss Ruby Martin and Miss Ruth Martin of Midland, and Miss June Earl, of Belson.

Mr. and Mrs. Boone Entertain
Mr. and Mrs. L. D. Boone most graciously entertained the Saturday night supper club and its guests with an attractive and enjoyable New Year's party to watch the old year out and the new year come in.

A most appetizing and delectable midnight supper awaited the guests upon their arrival. A small roasted pig was very attractive in its trimmings, while a huge roast turkey furnished the guests with another choice food.

Miss Jean Mardew and Miss Horton entertained Thursday evening at the home of Miss Mardew, with a dinner party complimenting Miss Elizabeth Billups, Miss Anita Boteler and Mr. Richard Boteler.

Mr. and Mrs. G. H. Barker and Mr. and Mrs. Harry Washburn, of Green Bay, Wisconsin, are the guests of Mr. and Mrs. Jim Keeton.

Mr. and Mrs. A. M. Wooten and daughter returned this week from New Orleans, where they spent the holidays. Mrs. Eva Downing, Mrs. Wooten's mother came home with them.

Mr. and Mrs. Billy Ihlenfeldt, of Waukegan, Wisconsin, are the guests of Mr. and Mrs. Jim Keeton.

Mrs. John Rundle, Mrs. Ruby Hudson and Tommy Hudson left Wednesday for Memphis, where Tommy will be under treatment at Dr. Campbell's Clinic.

Mrs. H. D. Lane was a visitor in Memphis Monday.

Miss Lucy Webb Sharp, daughter of Dr. and Mrs. R. S. Sharp, left Sunday for Ole Miss.

Tom Prather, Edward Thomas, Jack Martin, Travis Allison, Charles Warner, George Baker, James Hudson and Heck Lane left Monday for State College.

Twentieth Century Club

Mrs. John Rundle and Mrs. J. C. Hathorn were co-hostesses to the Twentieth Century Club on Tuesday, January 4th.

Potted cyclamin and cut carnations were used as decorations in Mrs. Rundle's reception rooms.

Besides the twenty-six members present, they had as guests, Mrs. Eloise Wilkins and Miss Elizabeth Jones, Miss Estelle Turner and Mrs. Spivey Kent assisted the hostesses in serving a most delectable salad-plate with coffee.

The program was unusually interesting because it was based on our own State, "Mississippi."

Mrs. R. W. Sharp presented Mr. Sutton's most valuable book entitled, "History of Art in Mississippi," "History of Art in Mississippi" in the State. From the book she carries us to, and through the famous old Ante-Bellum homes of Natchez, along the Gulf Coast, Vicksburg, Stately Waverly, Historic Malmesbury, Jackson, Oxford, Holly Springs, etc., where history has presented some of the finest architecture and statuary known in the South.

Substituting for Mrs. J. C. Prose, Mrs. J. N. McClintock told of "Primitive and Indian Weaving" of years ago, displaying some lovely prized pieces of basketry and pottery made from Mississippi's own natural resources.

Miss Elizabeth Jones, our popular Public Librarian, closed the program with a report of Grenada's Public Library.

One of the most interesting facts brought to our attention was the 3,000 books checked out of the Library for use in the rural communities. Such extensive reading shows an appreciation by the citizens in the entire county, for which the Club feels especially proud.

Grenada county seems to be taking her place among the progressive counties in Mississippi with a Storage Plant, Hosiery Mill, Swimming Pool, Community House Center and a "Public Library."

I am sure, the Club wishes to join others in expressing their appreciation to the city and county officials for their valued support in its maintenance, and pray it may always continue.

Signed: Mrs. H. J. Ray Club Secy.

Saturday Night Supper Club

Mr. and Mrs. Clarence Burt entertained the Saturday night supper club, of which they are members, last Friday night with a delightful party in their lovely home on Snider Street.

After the scores were totaled, Mrs. P. T. LaGrone was the fortunate winner of high score prize for the ladies and Mr. Smith, of Pittsburg, Pa., was winner of high score for the men.

Besides the regular club members, Mr. and Mrs. Burt had as their guests, Mr. and Mrs. Knox Pierce, Mrs. Mollie McLeod, of Memphis, Mr. and Mrs. Roy Burt, of Winona, Mr. Herbert Bush, of Chicago, and Mr. Smith, of Pittsburg, Pa.

Joyce Matthews, Nancy Nelson Granberry, Frances Brunson, Alice Lee Triplett, Betty Sherwood, Annie Anderson, Beulah Moss, Sara Parks, Eleanor Lickfold, Emma Karl Juchheim, all of Grenada; Virginia Behols, of Tie Plant, and Mary Ann Scott, of Duck Hill, left Tuesday for Mississippi State College for Women.

Miss Myrtle Archer, Superintendent of Nurses at the Baptist Hospital in Memphis, is visiting her mother and sister, Mrs. Virginia Archer and Mrs. George Peacock, Sr.

Ed McCormick and Donald Ross left for Memphis Tuesday, to resume their school work at Southwestern University.

Richard Maddox, of Mayfield, Ky., spent the holidays here with Overton Pearson.

Mrs. A. W. Bell, of Cleveland, Mrs. R. F. Flint and Mrs. W. B. Flint spent the week-end with Mr. and Mrs. W. A. Crews.

Miss Christine Bull returned to Natchez Sunday, after spending the holidays with her parents, Mr. and Mrs. J. E. Bull.

Mr. and Mrs. D. E. Horton, Mrs. E. S. Adkinson and Miss Sara Buie, of Jackson, spent the week-end with Mr. and Mrs. Lee Spain.

Mrs. W. C. Burnley, of Indiana, was the guest last week of Mr. and Mrs. Lee Burnley.

Miss Virginia Black, of Memphis, is the guest of Miss Lynn Tiesman.

Mrs. R. G. Brown, who underwent an appendectomy at the Grenada Hospital last Friday, is rapidly recovering and her friends hope she will soon be able to be up and about again.

Jacks-Morris

Mr. and Mrs. Asa Morris, of Tie Plant, announce the marriage of their daughter, Eunice Bedford Morris, to Clyde Earl Jacks, of Grenada. The wedding was solemnized December 26 at the home of the Rev. and Mrs. E. R. Henderson, with the Rev. Mr. Henderson officiating.

Following the ceremony, the bride's parents entertained with a dinner party at their home in Tie Plant.

Mr. and Mrs. Jacks left for a wedding trip to Jackson, and upon their return will make their home in Grenada.

Leverett-Rosamond

Mr. and Mrs. J. R. Rosamond announce the marriage of their daughter, Rosalie, to Mr. George C. Leverett, of Grenada, Miss., on December 4, 1937. The ceremony was performed by Rev. R. C. Howard, of Water Valley.

Mrs. Leverett attended Grenada College and State Teachers' College. She is at present a member of Wolfe-Hardy School faculty.

Mr. and Mrs. LaGrone Entertain
M. P. & L. Employees and Children Thursday, December 30, the employees of the Mississippi Power & Light Company and their children were the guests of Mr. and Mrs. P. T. LaGrone when they entertained with two attractive parties in their honor.

At 5:30 in the afternoon the children enjoyed a delightful hour after which delicious refreshments were served.

At 7 o'clock that evening the "grown-ups" were served a most delectable buffet supper and later in the evening everyone danced to the merry tunes of the Grenada Hill Toppers.

Lamar Watson returned to his home in Memphis Monday, he has been the guest of his grandmother for the holidays.

Jesse Lowe Henderson, son of Rev. and Mrs. E. R. Henderson, left Monday for Mississippi State to resume his school work.

Bobby Sizemore, of Memphis, spent the week-end with his cousin, Dick Rule.

Mrs. Joe Williams and Miss Margaret Williams are home from Coffeeville, where they have been visiting their father and grandfather, Mr. W. J. Spurgeon.

Mr. A. R. Dochery and his nephew, Chester Pendley, attended the Sugar Bowl game in New Orleans New Year's day.

Miss Mary Louise West left Tuesday for Memphis to re-enter Southwestern College.

Mr. and Mrs. P. H. Youngblood and Mr. and Mrs. Stanley Heath returned Monday from Kansas City.

Mr. T. H. Meek accompanied by his son, Griffin, went to Memphis Tuesday, where Griffin will re-enter Southwestern.

Messieurs O. J. McWilliams and Edgar Challenger left Wednesday for their home in New York City, after spending the holiday season with Mr. and Mrs. L. D. Boone.

Miss Elizabeth Billups left Saturday for her home in Chattanooga.

Mr. and Mrs. J. L. Odom and family spent the week-end with Mr. and Mrs. C. W. Spencer at Tallulah, La.

Mrs. Mary Leigh, who has been visiting Mr. and Mrs. Cliff Davis and family, in Memphis, returned to Grenada Tuesday.

Mr. and Mrs. Charles Dickson returned to Grenada Tuesday from New Orleans, where they have been visiting relatives during the holidays.

Mr. and Mrs. A. P. Guntharp left Tuesday for Florida, where they will remain for several months.

Mrs. Mollie McLeod was the week-end visitor of Mr. and Mrs. Clarence Burt and daughter, Jean Scott.

CLASSIFIED

RATES: 5c PER WORD FOR FIRST INSERTION AND 1c PER WORD FOR EACH INSERTION THEREAFTER. PAYABLE IN ADVANCE. NO ADVERTISEMENT ACCEPTED FOR LESS THAN 25 CENTS.

BARGAIN SALE: Practically new late model Remington Automatic 22 Short Rifle with sling and 4 Power Weaver Telescope Sight. RED BRISCOE, 444 TIRE AND BATTERY SHOP. 1-7.

SALESMEN WANTED
GOOD ROUTE AVAILABLE of 800 Rawleigh consumers. No capital or experience needed. Sales way up this year. Large sales mean big profits. Permanent. Full time. Write Rawleigh's, Dept. MSA-69-104, Memphis, Tenn. 1-7. qtab..h.

Mrs. Lickfold, Jr., Hostess To Club

Last week Mrs. Fred Lickfold, Jr., entertained the Friday bridge club of which she is a member in her home on Line Street. Potted plants and cut flowers added to the beauty of the rooms where the guests were received.

When the scores were totaled Mrs. Fisher Ottenburg held the highest score and was awarded two attractive ivy bowls.

Those who enjoyed Mrs. Lickfold's hospitality, besides the regular club members were Mesdames Dudley Crawford, of Moorhead, Roy Burt, of Winona, Harry Burkley, Tom Grant and Ben Kavanaugh. Mesdames Burt and Crawford received lovely linen handkerchiefs as guest prizes.

The hostess served her guests delicious plum pudding and cream, with coffee.

Mrs. Gerard Entertains

All Saints' Auxiliary.
The Ladies Auxiliary of All Saints' Episcopal Church met Monday afternoon in the home of Mrs. Frank Gerard.

A report of a very successful year was read by Mrs. P. T. LaGrone. Officers for the new year were installed as follows: Mrs. Frank Gerard, president; Mrs. P. T. LaGrone, vice-president; Mrs. W. S. P. Doty, chaplain; Mrs. T. H. Weir, treasurer; and Mrs. O. F. Lawrence, secretary.

Miss Catherine Ross is doing nicely, after undergoing an operation at the Baptist Hospital in Memphis Monday.

We learn that Mrs. T. H. Moore, who has been ill with the flu, is feeling better at this writing.

Miss Martha Wiggins, who has been on a ten days vacation during the holidays, is back in Grenada with Mrs. P. T. LaGrone.

Miss Mary Stephenson returned Saturday from Pulaski, Tenn., where she spent the holidays.

Will Ed Boushe Is Confined To Home

Mr. Will Ed Boushe, affable county tax assessor, returned with his wife from Chicago last Friday and has been confined to his home with the flu since that time. They had been spending the holidays with their son and daughter, Mr. and Mrs. W. L. Jensen.

NO POSSESSION IS

(Continued from page 1)
Serum administered on the first day is nearly twice as effective as when administered on following days. Prompt typing is necessary for early serum treatment. Typing is done from a specimen of the patient's sputum.

"Pneumonia serum is very expensive and for this reason is not commonly used. With present appropriations, local health departments cannot furnish it in desired quantities. It is hoped and anticipated that in a few years laboratory service for typing pneumonia and life-saving serum for those unable to get it otherwise will be available in every local community in the state."

Dr. Ricks summarized as follows: "Pneumonia is an acute inflammatory condition of the lungs that kills about one in every four people affected. It is especially dangerous in infants and old people. By the use of serum the number of deaths can be greatly reduced. However, to be effective the serum must be given in large doses early in the course of the disease. The physician must be called early and if he suspects pneumonia, the sputum must be typed as soon as possible to determine whether or not the case is of a type for which serum is available. If the patient can be seen early and properly treated with serum, his chances of recovery are greatly increased."

As We Enter The New Year

(By J. S. Vandiver)

As we enter the New Year, we wish to express our appreciation to the people of Mississippi for the wonderful spirit of cooperation given in the educational program during the past year. The proper education of our youth is the greatest problem we have and one which will determine the destiny of our state.

We are asking for your continued cooperation in 1938 with the hope that the year will bring further developments to our constructive school program. We are looking forward with confidence to a constructive legislative program for schools which will make it possible for a greater service to be rendered to the state through the educational program. We believe that a great majority of the members of the legislature recognize the importance of education and can be depended upon to support

constructive legislation and an increased appropriation for our schools.

It is the earnest desire of every member of the State Department of Education to render the finest type of service possible to the school children and citizens of the state and this can be done only through the full cooperation of all the people. Let us all work together and make this the banner year for education and progress in our great state.

Civil Service Examination

The United States Civil Service

Commission has announced an open competitive examination for the position of student fingerprint classifier in the Federal Bureau of Investigation. The entrance salary is \$1,400, a year, less a retirement deduction of 3 1/2 percent.

Applicants must have completed a 4-year high school course, or must be senior students now in attendance in their last year of senior high school. They must have reached their eighteenth but must not have passed their twenty-fifth birthday.

Full information may be obtained from E. R. Prouditt, Secretary of the U. S. Civil Service Board of Examiners, at the post office in this city.

FREE!

1938 AUTOMOBILE TAGS AT Grenada Auto Co., Inc.

Any used cars we sell during month of January without trade-in, we will buy your license for the year.

The following have been reconditioned and are ready for service.

1929 CHEVROLET COACH
1928 CHEVROLET COACH
1933 FORD COACH
1933 PLYMOUTH SEDAN
1936 FORD PICK-UP
1934 PLYMOUTH COACH
1934 PLYMOUTH SEDAN
1935 CHEVROLET COACH
1932 CHEVROLET COACH
1929 FORD PICK-UP
1934 CHEVROLET PICK-UP
1933 CHRYSLER SEDAN
1937 PLYMOUTH SEDAN
1936 PLYMOUTH COACH
1935 PLYMOUTH COUPE
1929 FORD SEDAN

Many more not listed above to select from. See these cars and get OUR PRICES before buying any used car. Remember the place where you get your TAGS FREE.

Grenada Auto Co., Inc.

J. H. NEELY, Pres.

Telephone 57

Grenada, Miss.

HAPPY DAYS ARE HERE AGAIN

Isn't it a good feeling to enter the New Year? It gives one the feeling of adventure - of going into something new. We know that each New Year brings with it new opportunities and additional responsibilities. The Grenada Jitney-Jungle is fully aware of its responsibilities and opportunities and is glad that it is being permitted to enter another year of service. That's why we say, "Happy days are here again."

"YOUR RED AND GREEN FRONT GROCERY STORE"

PRICES FOR FRIDAY AND SATURDAY, JANUARY 7th AND 8th

POTATOES No. 1 10 lbs. . 23c
Reds
APPLES, Dozen 19c
ORANGES, Dozen 15c

GUEST IVORY SOAP 3 for 14c

French's Mustard, 6 oz. Jar 9c
SPAGHETTI Franco American Can . 10c
SNO SHEEN Cake Flour Pkg. . . 29c

Heinz Oven Baked Beans 18 Oz. Can . 15c

PORK CHOPS, lb. . . . 22c
KREY'S BACON, Rind on, lb. . 29c
NATIVE ROAST, Select Chuck, lb. 15c
NATIVE STEAK, Any Cut, lb. . 20c
Picnic Hams, 3 to 4 lb. Average, lb. 20c
OYSTERS, Gulf Selects, Pint . 28c
CHOPS 35c
Genuine Spring Lamb, Legs . 29c
K. C. Baby Beef, Loin or Round, lb. 35c

Cauliflower, Snow White, Each 19c
LETTUCE Large Firm 2 for . 15c
Heads
CARROTS Texas Grown 2 Bunches 15c

Crisco Super 3 lb Can 1 lb Can 63c 24c

FARINA, Pillsbury Best, Pkg. . 12 1/2c
Octagon Soap, Giant Size, 5 for . 23c

GILSTER'S BEST FLOUR
6 Pounds 12 Pounds 24 Pounds
35c 65c \$1.15

IVORY SNOW Large Size 14c

Plantation Dog Food, 16 Oz. Can . 5c
Hominy, Stokley's Finest, No. 2 Can 10c
MIRACLE WHIP, Qt. Jar . 39c
Tamales, Armour's Glass Jar, Each 15c
MORTON'S
SALT, Kleer, 3 Boxes . 10c
Matches, Diamond Swan, 3 Boxes 10c

SAVE A NICKEL ON A QUARTER

The Grenada Sentinel

GRENADA, MISSISSIPPI

RICE, LAWRENCE, EDITOR AND PUBLISHER

ENTERED AT THE POST OFFICE AT GRENADA, MISSISSIPPI AS SECOND CLASS MAIL MATTER.

SUBSCRIPTION \$1.50 PER YEAR IN ADVANCE
SIX MONTHS \$1.00

ADVERTISING RATES

CLASSIFIED ADVERTISEMENTS, CARDS OF THANKS, OBITUARIES, IN MEMORIAM, AND OTHER READING NOTICES \$4 PER WORD FOR FIRST INSERTION AND 1¢ PER WORD FOR EACH INSERTION THEREAFTER. PAYABLE CASH IN ADVANCE. DISPLAY ADVERTISING RATES FURNISHED ON APPLICATION.

OFFICIAL ORGAN OF GRENADA COUNTY AND CITY OF GRENADA

TWO HUNDRED DOLLARS GONE WITH THE WIND
The Sentinel hopes that Grenada and Grenada county will derive benefit from the \$200 ad carried in the Clarksdale Register and Daily News of December 30th, however, the way we see it its only \$200 "gone with the wind."

We are a firm believer in advertising, however, we feel that advertising must be wisely placed and regular if the advertiser hopes to profit therefrom.

Our comments are not intended as criticism of the publication carrying this advertisement. The issue of December 30 was well gotten up, it required much work and Mr. Snider and his staff are to be complimented for their splendid work.

Our view is that the county could have spent \$200 much more wisely and particularly with the general fund exhausted and many local accounts running in the hundreds of dollars past due for several months.

FOUR MAMMOUTH EDITIONS

We have before us two 100th anniversary editions, the Jackson Daily Clarion-Ledger of December 31 and the Lexington Advertiser of December, as well as special editions by the Clarksdale Register and Daily News and the Poplarville Weekly Democrat, both of December.

Clarksdale, located in the Mississippi Delta, surrounded by some of the richest farming land in the world; Jackson the Industrial Center of Mississippi and Poplarville located in the Piney Woods, more recently known as the Tung Oil section of Mississippi should all be proud of these publications for all published a most creditable special edition.

We most highly congratulate J. B. Snider and Dortch Campbell of the Clarksdale Register, T. M. Hederman of the Clarion-Ledger, P. A. Tims of the Weekly Democrat and R. A. Povall of The Lexington Advertiser on their efforts.

CURBING GOSSIP

If there is any one thing Grenada could get along better without it's gossipers. Not that we have any more of them than will be found in the average community, for there are probably as few here as in any other town of similar size. But so long as there is even one gossip, and one citizen willing to lend an ear, it is a matter of regret to every good citizen of the community.

It has been a good many years since the Pilgrims Fathers conducted a "ducking stool" for gossipers, but the need for such punishment did not disappear with the Pilgrims. They abolished the "ducking stool" but they did not abolish gossiping, for today it exists to the detriment and unhappiness of practically every community, regardless of its size or the high character of its citizenship.

Since it is impossible to stamp out this detestable habit by law—and gossiping is a habit of the very worst form—then the cure would seem to be for everyone to sit down hard on the man or woman of loose tongue. Turning a deaf ear will prove effective in some cases, but coming out flat-footed and declaring: "I don't believe it," will do far more to discourage the character assassin than anything else. There would not be so much gossiping if the gossipers couldn't find anyone to listen to them. And there would be fewer characters besmirched and reputations wrecked if everyone would openly denounce the gossip and refuse to repeat the scandal he circulates.

A PENNY SAVED!

It was Benjamin Franklin who once advised taking care of the pennies and said the dollars would take care of themselves. But of course Mr. Franklin wasn't aware then of our current complications in government red tape, so to speak.

For example, the United States Treasury in Washington recently received checks for one cent each from two small cities, the one cent representing, in each case, the unexpended portion of PWA grants of several thousand dollars. The honesty of the two city governments is laudable, to be sure, but—

If the two pennies had been spent—perhaps for penny pencils—the taxpayers of these United States would have been saved the several dollars spent by the Treasury to record the transaction.

CORN IN COMMERCE

Senator Vandenberg quotes figures showing that during the first eight months of 1937 that nearly 80,000,000 bushels of corn were imported into the United States and he says that would represent the equivalent of three and one-half million acres of corn-producing land. He adds: "We would appear to be paying \$221,000,000 to reduce our corn crop, by just about the amount of our imported corn for twelve months."

PROFITABLE READING

No matter what newspaper you may pick up—read the ads along with the news and usual features. You'll not only find the ads carry much information of interest, but they also point the way to real economy. Men of wisdom no longer argue that advertising no longer pays. If it didn't pay, for instance, Henry Ford would not be spending over six million dollars a year to advertise a car that is so well known already it is a household word. Campbell wouldn't be spending around two million dollars a year to sell soups, and so on down the line with 50 or 100 other concerns spending as much as \$1,000,000 each to advertise their products for a single year. And the best part of it is it pays those who buy the same as it pays those who sell. So always read the ads—and always remember that you can profit most by buying from the men or the firms that advertise all the time.

A DUBIOUS HONOR

A man high in the circle of government remarked some few years ago that this country "didn't know what it was to be taxed." Compared with the burden of taxation in other countries, such as England, he observed, ours was ridiculously light.

Perhaps that might have been true then, but current per capita tax figures show how unquestionably that we Americans can—at long last, perhaps—pride ourselves in having lifted the tax paying laurels from our British cousins.

Along about the time when we were being reassured by this man of government position that ours was indeed a lighter burden, the per capita tax rate in the United Kingdom was \$92 per year, as compared to our per capita rate of \$75 per year. But that was some few years ago.

Today the approximately 183,000 separate taxing agencies of government in America drain a yearly average of about \$104 from the pockets of every man, woman and child in America.

The crown of thorns is now ours!

Successful Year In Administration of State Game and Fish Commission Laws

Jackson, Miss., Jan. 5.—A successful year in administration of the State Game and Fish Commission laws, aided by the splendid cooperation of sportsmen, was recounted today by Chairman W. E. McIntyre of Brandon.

"As the year closes, members of the commission desire to publicly express their appreciation and thanks for the wonderful cooperation given by sportsmen, warden and newspapers in helping to carry out such a far-reaching conservation program for the state," Chairman McIntyre said. "Without this newly created interest by the varied groups, the program could not have been carried out so easily."

Recounting some of the accomplishments during the year, Chairman McIntyre called attention to the commission's three-point program of Education, Conservation and Propagation.

"Along educational lines, the commission fostered organization of senior and junior game warden corps, pledged to assist in upholding the conservation laws," Chairman McIntyre said. "Seniors and Juniors all over the state responded by joining the non-fee organization and pledging to assist in enforcement of the game and fish laws."

"Various civic organizations and those of young boys cooperated in the program, with 100 per cent membership being taken by many of the groups," the chairman explained.

As a result of other phases of the educational program, including the showing of free motion pictures in schools and before groups over the state, citizens have become more conservation-minded, it was stated. As proof of this was the success of the Game and Fish Commission exhibit at the Free State Fair in October and the large attendance at the conservation banquet addressed by national figures in this work.

Under the propagation program, the commission has restocked wide areas with different types of wild life, as well as fish life. The plan calls for release of the animal life in protected areas for certain periods, after which they will be opened for hunting.

Millions of fish were rescued drying up borrow pits and sloughs and fish for private and public waters provided through this program. The fish were distributed all over the state to individuals who were required to furnish transportation and containers to remove the fish from the areas in which they were rescued.

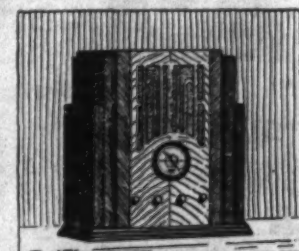
"As a result of the varied program, an increased interest has been taken by the citizens as indicated by the increase in license sales," Chairman McIntyre explained. "As it is generally known, all funds are used in conservation work."

Another accomplishment was the pact signed with the Louisiana Commission for the joint supervision of Eagle Lake. Predatory fish are being removed from this and other lakes, and resulting in the areas being made safer for game and commercial fish.

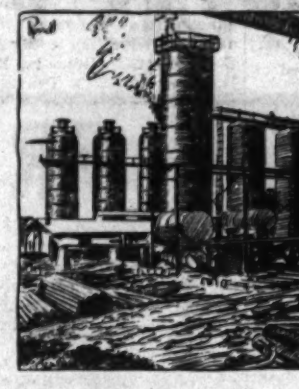
Other members of the commission are George Weathers of Greenville, vice-chairman, Ben M. Stevens, of Richton, secretary; Col. Edgar W. Wright, of Centerville and Col. Reuben R. Banks, of Columbus.

Si Corley is director, and W. F. Dearman is assistant director.

It's a Fact...



THAT EVERY RADIO PRODUCED BY EVERY MAJOR MANUFACTURER IN THE UNITED STATES IS TESTED WITH EQUIPMENT MADE AT GREENWOOD, MISSISSIPPI



THAT THE WORLD'S LARGEST FACTORY PRODUCING CLAY-MADE FILTERS NECESSARY IN OIL REFINING IS LOCATED AT JACKSON, MISSISSIPPI

THAT ALTHOUGH THERE ARE BILLIONS OF TONS OF LIMESTONE AND MARLS IN MISSISSIPPI SUITABLE FOR THE MANUFACTURE OF CEMENT THE STATE HAS NO CEMENT PLANT BUT IMPORTS OVER 600,000 BARRELS ANNUAL AVERAGE



THAT THE WORLD'S LARGEST FACTORY PRODUCING CLAY-MADE FILTERS NECESSARY IN OIL REFINING IS LOCATED AT JACKSON, MISSISSIPPI

PIANO CO., 88 S. 2nd St. Season tickets including Pinocchio Jan. 22nd and Toby Tyler Feb. 19th, are priced at \$2.20 for box seats; Parquet \$2.20, and \$1.65; balcony \$1.10 and 85 cents.

Scobey News

Miss Annie Bett Geeslin entertained her friends last Friday night with a New Year's party.

Mrs. P. S. Clements returned home Saturday after spending a week in Memphis with her son, Mr. Donald Cobb and family.

Miss Geneva Roberson who has been with her aunt, Mrs. P. S. Clements is returning to her home in Oklahoma the last of this week.

Mrs. R. R. Jennings celebrated her birthday last Tuesday, her dinner guests were: Mrs. Alice Duke, Mrs. Sarah Roberson, Mrs. N. L. Jennings, Mrs. L. B. Carr, Miss Lillie Carr and Mr. Sell Jennings.

Mr. and Mrs. G. D. Pate, of Houston, Texas, spent a few days last week with their aunt, Mrs. Sallie Word and Miss Ida Dollahite. They also spent one day in Memphis with their cousins, Mr. and Mrs. Olin Austin.

Miss Lena Mullen, daughter of Mr. and Mrs. F. D. Mullen, of Cassella, became the bride of Mr. Samuel Lee Holland, son of Mr. and Mrs. J. N. Holland, New Albany, the ceremony taking place Christmas day at the home of Rev. and Mrs. A. C. McCorkle in Charleston. Rev. McCorkle performed the ceremony while members of the family were witnesses. Mr. and Mrs. Holland are well known here. They left immediately for Memphis, where they spent the weekend. We wish them a long and happy life.

The Benevolent Arm

(By Dr. Felix J. Underwood)

The President's Birthday celebration, January 29th, is eagerly awaited by unfortunate victims of infantile paralysis. Your participation, together with that of the many other loyal Americans, will mean definite assistance to them. Funds raised will go to support the newly created National Foundation for infantile paralysis.

Instead of the Warm Springs, Georgia Foundation. This new organization has formulated a broad-gauged educational campaign and will carry on intensive investigations and research studies with the hope of discovering more effective

permanent clinic, and the new National Foundation can be of great help to the State in making such provision. Mississippi had 138 reported cases and 22 deaths in 1936; and during eleven months of 1937 there were 385 reported cases, of which 239 were children five years of age and under.

MR. REX L. BROWN PAYS GRENADA VISIT

Mr. Rex I. Brown, president of the Mississippi Power & Light Company spent a short while in Grenada Wednesday.

Mr. Brown looked as though he felt good, and eager to continue to "Help Build Mississippi."

Carl Evans Completes Training

Carl Evans, who enlisted at the local Navy Recruiting Station three months ago, has completed his period of training, and is now under instructions at the Bugle-Masters School, San Diego, Calif. Upon completion of this school, he will be advanced to the rating of Bugler.

Navy News

Location Of Ships At Sea
Every ship of the U. S. Navy, when at sea, must give its position by radio to the Navy Department, Washington, D. C., by noon each day. The position is given in degrees of latitude and longitude.

Political Announcements

The Sentinel is authorized to make the following announcements subject to the action of the Democratic Primary in August, 1938:

FOR CONGRESS
(4th Congressional District)
JOE SHEFFIELD
(of Calhoun County.)

W. K. Huffington

NOTARY PUBLIC

Grenada Trust & Banking Co.

Phone 6

"A PROSPEROUS NEW YEAR" FROM OUR MEMPHIS FRIENDS

To Our Many Mississippi Friends
MEMPHIS FEDERATION OF MUSICIANS
SPIKE LESEM, Business Mgr.
Phone 8-3239 Memphis, Tenn.

ANNOUNCEMENT

You Can Now

Pay As You Earn

When you become a graduate of Draughon's in Greenwood, our sensational new payment plan takes the guess work out of getting employment. So positive are we that we can place you in a good beginning position immediately following your graduation from our college, a new plan has been worked out where by you pay us only ONE-HALF of the regular tuition price the day you enroll and the other one-half in easy monthly installments AFTER you graduate AND are working. Thus, by meeting you half-way, we endeavor to convince you that we really are in earnest when we tell you that we can place you in a good starting position when you graduate from "The Mississippi Delta School".

Drop us a card NOW and let us explain in detail our plan and the many advantages offered by this school. Visitors are always welcome.

DRAUGHON'S BUSINESS COLLEGE

"The Mississippi Delta School"
Howard St. At Market Greenwood, Mississippi

J. KANTOR'S Annual January Clearance Sale

Starts Friday, January 7th, 1938

BIGGEST BARGAINS EVER OFFERED IN

MEN'S AND BOYS' FINE CLOTHING, FURNISHINGS AND SHOES

J. KANTOR

OUTFITTER TO MANKIND

GREENWOOD

Telephone 611

MISSISSIPPI

It's a Fact...

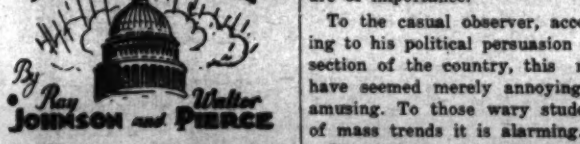
THAT MISSISSIPPI'S INCOME FROM LIVESTOCK PRODUCTS LAST YEAR EXCEEDED ITS TOTAL LIVESTOCK INVESTMENT—A GROSS YIELD OF OVER 100 PERCENT VALUE OF PRODUCTS \$50,842,000



LIVESTOCK INVESTMENT \$49,013,000



THAT MISSISSIPPI HOLDS THE WORLD WIDE ALL-TIME RECORD FOR COTTON PRODUCTION—10 BALES OF LONG STAPLE COTTON FROM THREE ACRES



Washington, D. C. Dec. 30—Of the hundred and sixty odd years which constitute our life as a nation comparatively few have been noted in the history books as memorable. The years of war, of course, and the years of elections are there but it takes a Louisiana purchase or a Missouri compromise to drag the others into the limelight. 1937 will undoubtedly be as unnoticed by future generations as are many years our forefathers must have thought equally famous. And yet 1937 has a distinction all its own—the first year in our history when one political party seemed to have an overwhelming

1938. In the last week our own country has provided more fireworks in International affairs than Hitler and Mussolini put together. You'd have to be a member of the suave and dissembling diplomatic circle—or else a Japanese—to comprehend when an astonishing and unprecedented thing it was for President Roosevelt to "request" that the Mikado be informed of his being "deeply shocked and concerned" by the Panay incident. In all the history of Nippon the son of Heaven has never before been asked to notice earthly affairs—even the "indiscriminate bombing of . . . vessels."

To those familiar with Japanese affairs it seems as if this one word may do more to curb the military party in Tokio than the threat of fleets. The militarists have been put in a position where their actions have provoked a message to their emperor—a message which he cannot as yet afford to ignore—and this embarrassment to him has not only cost him a certain loss of prestige in the Orient but has given the "civilian" party in Japan a point of attack on the militarists which may, even at this late hour, cause a marked modification of Japan's policy of aggression.

Washington, D. C. Jan. 6—The prediction is fireworks—or to be more exact, heavy artillery, bombing, and a general uproar that will make Shanghai, Madrid and such like places seem as peaceful as green pastures. Ardent and militant New Dealers who have been irked by the way the administration program has been sidetracked and hampered ever since the election of '36 have been urging the President to abandon his attitude of hands off and to step into the ring with an appeal to the voters who elected him.

After the famous speech in Madison Square Garden, New York, at the close of the last campaign, in which FDR bluntly warned his opponents that they need expect no mercy, certain of his counselors hurried to plead for a more conciliatory attitude and their advice was followed over that on those who looked hopefully for a crushing of all opposition.

For a time, during the early part of 1937, general business improvement aided this point of view. With the return of the depression last fall, however, those of the President's advisors who claim to

be most closely in touch with labor and the poorer classes generally, renewed their demands that Mr. Roosevelt ask the opinion of the country at large on the passage of such measures as the Wage-Hour Bill, farm legislation generally, and any other reforms directly affecting farmers and labor.

It is said that the failure of the special session of Congress to pass any other measures than ones providing for their own travel expenses, has at last convinced the President.

Many closely-connected with the administration feel that the President's popularity has suffered in the last year and they point out that whenever he takes an aggressive stand and insists on action by Congress, he rallies those of his followers who are inclined to ease away when he accepts defeat without protest.

It is probable that the attack on monopolies already inaugurated by assistant attorney general Robert H. Jackson will prove to be the first move in the new program.

The gravest problem now confronting the New Dealers is to retain the united support of labor at a time when the CIO-AFL rift seems as unresponsive to healing measures as ever.

The impossibility of labor becoming a definite force in politics until this split is repaired was graphically shown in New York City where the 'American Labor Party' after having willed the balance of power in the recent mayoralty election, now seems ready to fall apart because the leaders are squabbling over the CIO and the AFL.

The Closed Shop

"When labor insists on the closed shop it merely defeats its own purpose, because the closed shop generally brings inefficient production and inefficient labor."—Franklin R. Hoadley, President, the National Founders Association.

Miss Cook's Beauty Shoppe

Phone 371

All Kinds of Beauty Work and Permanent Waving

Today's Taxogram

The six cent tax collected by government last year on every package of cigarettes sold, took an estimated \$570,000.00 out of the pockets of Americans during 1937, internal revenue figures indicate. Thus, an average American man who smokes a package of cigarettes each day, contributed \$21.90 in this form of indirect taxation—six cents a day hidden in the price of a purchased article.

Colored Column

HOLCOMB NEWS

Mrs. Maggie Foster left for Brookhaven, Miss., where her husband is at their new field of labor.

The Grim Master of Death came on December 20th and summoned Mr. Scott Davis at the bar of justice and was buried at Oxherby in the St. Peter's cemetery December 21st. He leaves to mourn his loss, a wife, two sons and a host of grandchildren besides other kin and friends.

Mr. Samuel Nason and Miss M. F. Patterson were united in the holy wedlock December 11th, 1937.

The death angel summoned Mr. Will Hudson to the bar of justice on December 19th and his remains were laid to rest in Timble cemetery Monday. He leaves a sister and other kin, besides friends to mourn his loss.

Misses V. H. Mitchell and Lacey J. Jackson returned home from Campbell's College, Jackson, Miss. Dec. 21st to spend the holidays.

Mrs. Ora M. Foster left on Dec. 23rd for Alexandria, La., to be at the bedside of her sick mother and to spend the Christmas with other kin and friends.

Rev. H. M. Foster and his sons, E. H. and L. V. left for Leflore Friday, December 24th, where they spent the Christmas holidays.

Mrs. Annie M. McNeil, of Chicago, is here visiting her mother, Mrs. Frances Clark and other kin folks.

Misses Louise and Vernice Jackson returned home from Greenwood where they are attending

high school, to spend the Christmas holidays.

Mrs. Robbie Jackson Miller and her husband are at home with her parents, Mr. and Mrs. B. B. Jackson, for the holidays.

On December 24th 1937, the death angel summoned Mrs. Eliza Adams to appear before the bar of justice and her remains were laid to rest in the Sweet Home cemetery by Rev. E. A. Harris. She leaves to mourn her departure besides her husband, Mr. Robert Adams, two sisters, two brothers, one daughter, a lot of grandchildren, and other kin and friends.

Mr. R. D. Nason and Miss Ada Williams were united in marriage December 26th, 1937, Rev. H. G. Goins officiating.

Mr. Frank Maget and Miss Lula Folks, of Dubard, Miss. were married on Dec. 26th, 1937.

Mr. Oceola Wilmington and Miss Ruth Monday were united in holy wedlock Dec. 26th at 3 p. m. at Sweet Home A. M. E. Church by the pastor. Reception at the home of Mr. and Mrs. W. L. Monday.

Mr. Amzie Moore, of Cleveland, is here visiting his kin folks and friends.

Miss Ida Wiggins is at home from school spending the holidays.

Miss Nellie Leflore, of Glendora,

666 checks COLDS and FEVER Liquid Tablets first day Salve, Nose Drops Headache, 30 minutes Try "Rub-My-Tism"—World's Best Liniment

Less Monthly Discomfort

Many women, who formerly suffered from a weak, run-down condition as a result of poor assimilation of food, say they benefited by taking CARDUI, a special medicine for women. They found it helped to increase the appetite and improve digestion, thereby bringing them more strength from their food.

Naturally there is less discomfort at monthly periods when the system has been strengthened and the various functions restored and regulated. CARDUI, praised by thousands of women, is well worth trying. Of course, it is not beautiful, small & physician.

Miss, is here visiting her brothers, Mr. A. B. Washington and Chas. Leflore.

There was a Christmas tree at the home of Mr. and Mrs. Jim Reed on the night of December 24th, 1937. Quite a number were present.

Miss Juanita Love of Memphis, is here with her parents, Mr. and Mrs. E. G. Love.



CLAIROL, the amazing shampoo-oil-tint, has been used and praised by millions of American women who want young-looking hair. In one triple-action treatment, Clairol shampoo, reconditioners and TINTS . . . blends tell-tale gray into the natural tones of your hair so perfectly as to defy detection. Ask for a Clairol treatment at your beauty shop or write us for FREE booklet, advice and analysis.

Naturally...with CLAIROL

FREE

BEVERLY KING, Cosmetologist Clairol Inc., 122 W. 46 St., New York Send FREE Booklet, Advice, Analysis Name _____ Address _____ City _____ State _____

Grenada Trust & Banking Co.

Statement of Grenada Trust & Banking Co.

Close of business

DECEMBER 31, 1937

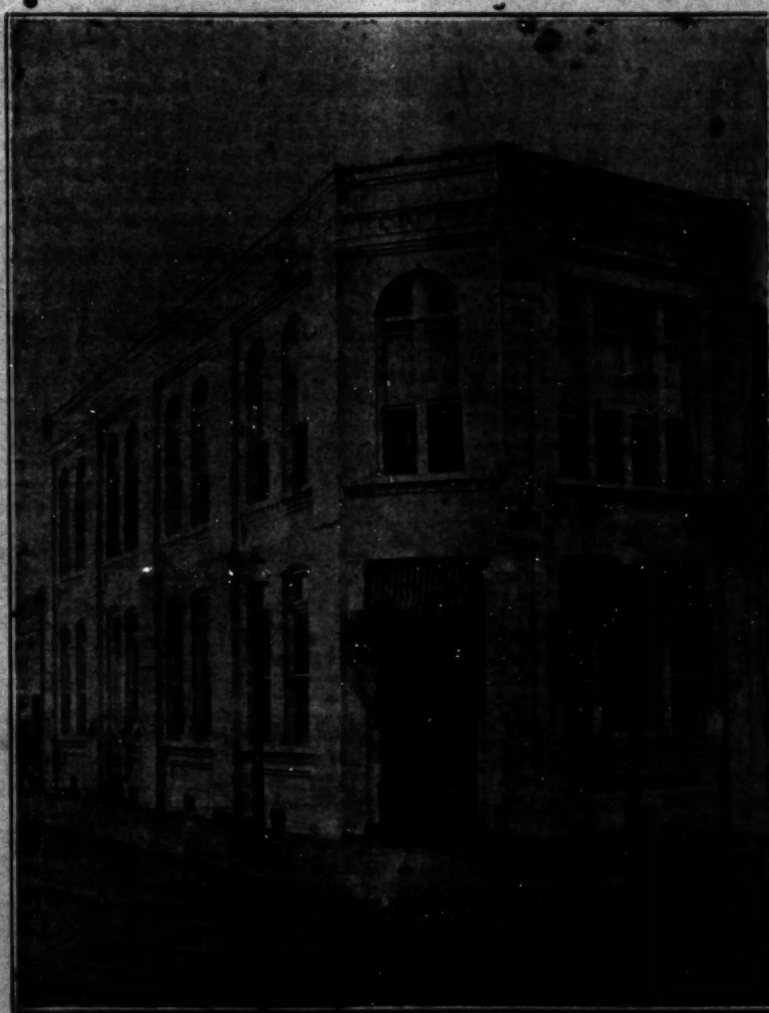
ASSETS

Building	\$ 4,500.00
Real Estate	1,250.00
Bills Receivable	91,554.34
Overdrafts	40.37
Bonds:	
United States	\$ 51,000.00
State of Mississippi	50,000.00
County and Municipal	167,100.00
Other	1,500.00
	269,600.00

Cash and due from Banks	203,403.98
TOTAL	\$570,348.64

LIABILITIES

Capital	\$ 20,000.00
Surplus and Profits	35,454.10
Reserve Interest	1,400.00
Deposits	518,494.54
TOTAL	\$570,348.64



"Safety First"

After paying the Stockholders a Dividend of 15% on the Capital Stock, we are closing the year with the greatest Surplus since the Bank was organized in 1903; we thank our customers, friends and public for confidence imposed, and wish for all,

A Happy And Prosperous New Year

GRENADA TRUST & BANKING CO. - H. J. Ray, President

.. Grenada County Farm Page ..

Devoted to matters pertaining to farming, buying and selling farm products, and recipes for housewives.

My Trip To National 4-H Club Congress

(By Glynn Peoples)

As an introduction to this article I want to say that the nineteen girls and twenty boys who went on this trip were selected from sixty thousand other 4-H members in Mississippi. They were selected through contests that were taken part in by many. Did you know that there were one million four hundred thousand 4-H members in the United States? This makes at least one percent of the total population of the United States club members.

I, joined by Francis (Dock) Worsham, of Gore Springs, and another member from Greenwood, caught the train in Grenada at 4:30 Saturday. A great many of the delegates of Mississippi were on this train. We spent the time until we reached Memphis in getting acquainted. We were chaperoned by Messrs. Lancaster and Bedenbough of State College, the girls by Miss Elaine Massey, also of State College.

We reached Memphis at 7:15 p. m. and went to Hotel Chisca for an informal get acquainted banquet. At the end of the banquet at 10 o'clock we went to our St. Louis bound Pullman and retired for the night. At 11 p. m. we were on our way to St. Louis. All during the night we passed through a sleet and snow storm. We reached St. Louis at 7 o'clock next morning and had breakfast at the Gem Restaurant there. At 8:30 we returned to the railroad station and boarded the Green Diamond, the train that is the pride of the Illinois Central Railroad. It is a Diesel powered electric train and is considered the modern train in the United States. Reservation on this train had to be made thirty days ahead of time and our transportation on this train from St. Louis to Chicago cost a total of eight hundred and twenty-seven dollars. We had an enjoyable time on this train while watching the snow covered scenery flying past.

We reached Chicago at 1:15 that afternoon, Sunday. The weather of Chicago was quite a contrast to the air conditioned train. We promptly went to our hotel, the Stevens, this is the world's largest hotel. Our rooms were on the fifth floor. Should a person stay in a different room each night it would require eight years for him to stay in every room in this hotel.

That night we were to be the guests of the Sunday Evening Club in Orchestra Hall where we were to be entertained by C. F. Wong, Ambassador from China, however as we had a full week ahead of us we declined the invitation and went to sleep instead. The crop judging contest was held Monday morning at 8:30. I was a member of Mississippi's contesting team. About fifteen teams representing different states took part. The rest of the day up until 4:00 o'clock was spent in seeing the International Livestock Exposition, at this Exposition the champions of animaldom are selected.

At 4 o'clock we went by motor coach to the Medeval temple. This is Chicago's largest entertainment hall. Sixteen hundred 4-H members representing every state in the union attended the entertainment held here. This was made available through the courtesy of Thomas E. Wilson, who celebrated his twentieth year of entertaining 4-H Club members in Chicago. During the past years he has caused such celebrities as President Hoover, Admiral Byrd, Barny Ross, Glenn Cunningham, Amelia Earhart and others to be present to entertain the delegates. At the show this year that surpassed all that preceded it, he had movie stars who starred in such movies as "New Faces of 1937" and "On The Avenue," there were also stage stars, radio stars and many others. We had a wonderful time here.

Monday night after the Wilson & Co., banquet, we rode in motor coaches to the Arena, here we were led by the 4-H Club band and Wilson & Company's famous span of horses and wagon in a big parade. 10,000 people watched us as we marched.

On Tuesday morning we went to the packing house of Swift and Armour, here we breakfasted and entertained by Swift and Armour officials. After breakfast we were shown the Swift and Armour plant. Here everything was in a uniform hustle everywhere. Each hour 600 hogs, 300 sheep, and 200 steers are slaughtered.

At the expense of the National Livestock Marketing Association we had luncheon at 12 o'clock. The entertainment was most enjoyable. A good jack knife was given to

each for a souvenir. From this banquet we went to the Art Institute where we saw the paintings and statuary that attract pupils from far places. Though we spent only about two hours in the Institute we could have spent days in seeing all the beautiful things harbored there.

At six o'clock Tuesday we were assembled in the Grand Ballroom of the Stevens Hotel for the annual 4-H banquet. Here we enjoyed a new radio play dedicated in our honor. It dramatized the progress of man in the use of communication. After this enjoyable program we witnessed the placing of awards. One Mississippi boy Jesse Henry, received a scholarship valued at \$400. A total of \$10,000 was given away in scholarships, etc.

On Wednesday morning we visited the International Harvester Company. Here we saw industry personified in the building of tractors. At 12 o'clock we were given a banquet and entertained by a radio program, here each delegate received a flash light as a souvenir. From this banquet we went to the National Horse Show. No words can describe fully the representatives of horseflesh seen here. The horses were most beautiful.

Thursday, we visited the field Museum of Natural History. Here we saw animal groups that appeared amazingly life-like, mummies, relics and numerous other things. We also visited the Shedd Aquarium and the unthought of Plavatorium where are controlled so perfectly as to deceive you completely and carry your thought away from the fact that the stars are not real. Tonight we attended a banquet given by Sears, Roebuck and Co. Here we were entertained by stars of repute.

On Friday we inspected the Museum of Science and Industry. Here we descended into a coal mine and had the workings of it explained to us. We saw here the phenomena of science exhibited to us as is only possible with the use of great sums of money, we also saw the first motor-driven airplane built by the Wright Bros. al. so the famous Rocket locomotive which is one of the first built. Friday night we boarded our train feeling as one who is leaving a place where he has spent many enjoyable moments, but we were consoled by the fact that we were leaving with snow falling, during the whole of our stay we had excellent weather, the temperature remaining around 17 degrees all the week.

I wish to extend to every boy and girl the invitation to join the 4-H Club. Your time will be spent profitably. The 4-H Club offers to all members who are sincere a very liberal education.

MISSISSIPPI FARM NEWS

The most successful farmers put their best land in corn and cotton and plant legumes on the poorer acres to prevent erosion and improve soil fertility. By planting summer legumes such as soy beans and cow peas in corn and following cotton with hairy vetch and Austrian winter peas or clover, a soil improvement crop can be grown on every acre of cultivated land.

Careful preparation of the soil greatly facilitates later cultivation of the crop. The seed bed should be thoroughly prepared by plowing, disking and harrowing.

Improvement in the quality of livestock grown should be the goal of every farmer. Studies made by the U. S. Department of Agriculture, for example, show that grade Hereford calves put on more rapid gains, made better use of feed, brought higher prices, and produced finer quality beef than native calves. Proper care, feeding and housing of livestock during bad winter weather will pay good dividends.

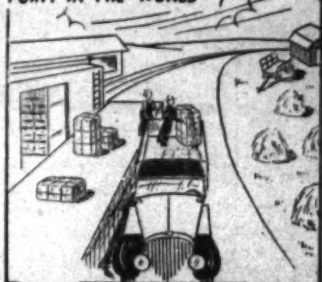
January and February are months in which many farmers will put in a lot of time building needed terraces. The way to avoid trouble in terrace building, says J. T. Copeland, extension agricultural engineer, of State College, is to carefully plan the entire system, including suitable outlets, before the terrace is started. The terrace lines must be run right and the terrace properly built.

Brood sows that gain the most during the gestation period stand to produce the largest litters of pigs. All sows carrying pigs should be run on pasture, where possible, and fed grain, protein supplement, and a mineral mixture. Production

It's a Fact...



WHAT ARTESIA MISS. IS THE LARGEST POINT OF ORIGIN HAY SHIPPING POINT IN THE WORLD



WHAT THE FIRST AND ONLY NATIONAL ORGANIZATION OF DESCENDANTS OF BOTH THE BLUE AND THE GRAY HAS ITS HEADQUARTERS AT VICKSBURG



Four New Records By State Farmers Denote Past Year

Usage of Cottonseed Meal Exceeds 102,000 Tons, To Join Cotton and Pecans

The fourth in a series of new records established by Mississippi farmers during 1937 is reported by J. C. Holton, commissioner of agriculture, in a summary showing that state farmers utilized more than one hundred thousand tons of cottonseed meal during the year closed.

Three new and all-time records of production have already been cited by the farm commissioner: the highest average per-acre yield of lint cotton, and the largest tonnage of pecans ever produced in the state.

Cottonseed meal, the fourth record breaker, is used on Mississippi farms principally as a feeding stuff, though to some additional extent as a fertilizer. Its usage has varied considerably from year to year, the report shows, though it has been consistently and extensively used during the past ten or twelve years. The lowest usage of record is the annual season 1917-1918, when the total was only 9,981 tons, while the two other extremely low years include 16,520 tons in the immediately preceding year, and 16,377 tons in the year following. The previous high record established during the annual season 1926-1927, when the total was 99,915 tons. During the ten following years, cottonseed meal usage has somewhat consistently increased from 62,227 tons during the annual season 1927-1928, to 91,484 tons during the calendar year, 1936, and finally to the all-time high record of 102,883.8 during the year 1937.

"Cottonseed meal is doubly important in Mississippi agriculture," stated Commissioner Holton. "It is one of the principal products of cottonseed, and its price influences and is influenced by the value of cottonseed which farmers produce and sell. Under Mississippi conditions, protein feeds must be purchased to a large extent, and here lies the second importance of cottonseed meal. It is the cheapest protein concentrate on the American market, especially in Mississippi where minimum transportation costs are involved."

"The New Year brings new of the farm family meat supply is one of the most important items in the whole farm program. Uncle Sam says farmers of the United States spend more money on automobiles than they do on their clothes. Next to food the farm family spends most on the family car and its upkeep.

Plan to do everything possible before planting time. Look after the supply of planting seed. Make germination tests to avoid risk of planting poor seed. Put all farm machinery in shape for field work. Repair terraces, do necessary drainage work, make the fields ready for the plow so that when favorable weather comes there will be no delays.

problems which must be solved. Too much cotton was produced during 1937. More acres of feed are needed to keep our productive land busy, and livestock provide needed new or additional farm income. Properly balanced home-grown rations are essential to success, and it is fortunate that the one type of feed we must buy to the greatest extent may be obtained at a minimum cost."

Many Constructive Suggestions Offered

State College, Miss., Jan. 1.—The county agents' forum which brought many constructive suggestions from the agents proved to be the most interesting phase of the annual county agents' meeting which closed here today.

Director E. H. White after outlining policies for 1938 turned the meeting over to the county agents who selected John R. Williams, county agent of Hinds county, as chairman of the forum session. Larger participation of the county agents in discussion programs at annual meetings was one of the recommendations the agents made.

Director White said responsibility for conducting county and community meetings on the 1938 agricultural outlook will rest upon the county agents, but that extension specialists will assist when needed. Fourteen thousand copies of the Mississippi Outlook Report for 1938 were allocated to the agents today for distribution to farmers in their counties. The report covers 22 major farm enterprises and gives valuable information on supply, demand, and probably price trends on all important farm crops and livestock enterprises.

A. D. Stewart, vice-president and general manager of the Mississippi Cooperative Cotton Association and Charlie McNeill, manager of the Mississippi Federated Cooperative, both of Jackson, addressed the county agents. McNeill declared that "the most serious problem facing farmers of the state is use of diverted cotton acreage and development of supplementary cash enterprises." He expressed the belief that farmers could produce more sweet potatoes, fatten more hogs, raise more sheep, and improve other farm enterprises.

McNeill congratulated the county agents on the marked increase in acreage planted to winter cover crops last fall. He said the Mississippi Cooperative handled 750,000 pounds more winter cover crop seed last fall than in 1936.

Dr. Clay Lyle, state entomologist, warned against the danger of further spread of the sweet potato weevil which he said had already put some potato producers out of business in some of the lower southern counties. He said the state Plant Board needs additional money to finance weevil control work.

Larger production of food and feed for home needs, a greater diversity of farm cash enterprises, improvement in quality of crop and livestock products offered for sale, greater dependence on farm woodlands for cash income, are some of the ways extension agents said farmers can meet the problems which face them during the coming year.

1938 Agriculture Adjustment Program

County Committee
W. V. Dubard, President, Du-bard, Miss.
D. K. Hayden, Vice-President, Holcomb, Miss.
Hubert Clark, Member, Big Creek, Miss., Rt. 2.
C. H. Abel, Alternate, Grenada, Miss., Rt. 5.

Community Committees
Beat One
P. L. Bennett, Chairman, Grenada, Miss., Rt. 5.
R. West, Vice Chairman, Grenada, Miss.
T. T. Hayward, Member, Grenada, Miss., Rt. 5.

Beat Two
J. G. Shaw, Chairman, Graysport, Miss.
J. R. Parker, Vice Chairman, Graysport, Miss.
G. A. James, Member, Grenada, Miss.
P. H. Willis, Chairman, Grenada, Miss., Rt. 3.

Beat Three
P. H. Willis, Chairman, Grenada, Miss., Rt. 3.
E. C. Hayward, Vice Chairman, Grenada, Miss., Rt. 3.
R. T. Suggs, Member, Big Creek, Miss., Rt. 2.

Beat Four
R. B. Thomason, Chairman, Grenada, Miss., Star Rt.
B. B. Baker, Vice Chairman, Grenada, Miss., Star Rt.
T. W. Goodwin, Member, Hardy, Miss.

Beat Five
A. W. Mullen, Chairman, Holcomb, Miss., Rt. 2.
Percy N. Mabry, Vice Chairman, Leflore, Miss.
E. D. Holcomb, Member, Holcomb, Miss.

Spray Orchards Now For The Control Of Scale Insects

According to N. L. Douglas, Inspector for the State Plant Board located at Grenada, now is the time to spray your orchards for the control of San Jose and other scale insects.

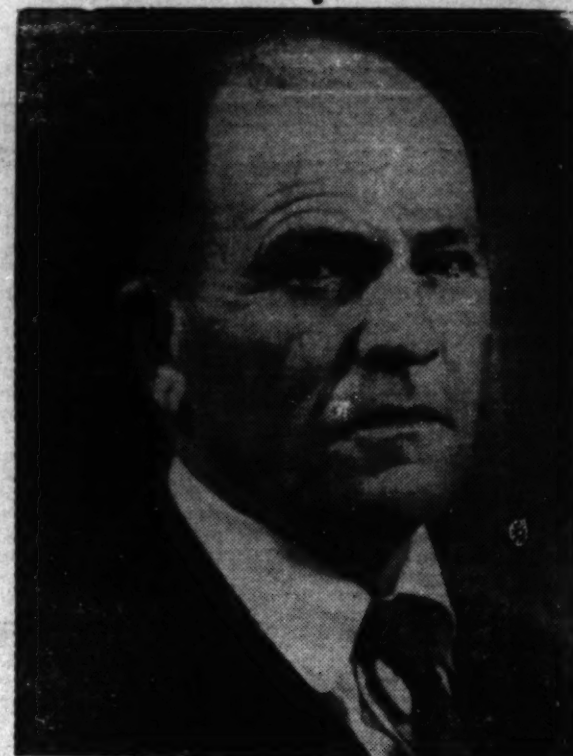
Lubricating oil emulsion is the material used, mixed at the rate of one gallon to twenty gallons of water. If peach leaf curl occurred during the last growing season, it is advisable to add to the above mentioned spray, a 3-5-50 Bordeaux mixture.

Your orchard should be pruned before applying the spray material in order to eliminate the waste of spray material and time of application. Care should be taken to burn all branches, spurs, etc. that they do not afford a starting point for insects and plant disease.

In purchasing oil emulsion be careful that you buy only that with a creamy, or milky color to prevent burning of your trees, since it will separate out of the emulsion form when kept on hand for several seasons.

JACKSON
DAILY NEWS
Delivered to
YOUR DOOR
ROSE CAFE

JOE SHEFFIELD FOR CONGRESS



Some people just naturally are not good subjects for good photography and the Hon. Joe Sheffield of Calhoun county, who is this week making formal announcement of his candidacy for Congress, is one of them. The above picture does not do him justice by any means. Mr. Sheffield is really a handsome man, stalwart and robust, filled with vigor and always sparkling with vitality. How the photographer managed to maneuver him into looking like the above picture is a mystery to those who are intimately acquainted with him.

However, thousands of people throughout the Fourth Congressional District will get to see him and know him better the next six months or so as he states that he is going to make a thorough canvass of the entire district, see and talk with every citizen possible in the interest of his candidacy.

As is well known, Mr. Sheffield made the race for Congress two years ago and received a good vote all over the district and exception. ally large number of votes where he is best known. He was in this county recently and says that he is receiving vastly increased encouragement in making the race this time.

Mr. Sheffield is serving his county as County Prosecuting Attorney at the present time, an office to which he was elected in 1935 by the largest majority ever given a winning candidate for that office. He is a descendant of pioneers, his grandparents coming to what was then Chickasaw county—now Calhoun—considerably more than one hundred years ago. He resides at the old home place near Pittsboro with his parents, his father being the esteemed F. Sheffield, one of the few surviving soldiers of the Confederate Army, now 93 years of age.

Receiving his boyhood education at Pittsboro, one of the early educational centers of note, Joe Sheffield went to Houston for further education at the then Mississippi Normal College under the late Professor H. B. Abernethy. Completing the work there, Mr. Sheffield attended the College at Hunt-

ington, Tenn., after which he taught school for several years, then to the University of Mississippi where he completed his junior or law course. From there he went to Millsaps College at Jackson where he graduated from the senior law school. Then he went to Oklahoma where he studied law under Senator Thomas Pryor Gore, a close friend of the Sheffield family. He was admitted to the bar for practice of law while in Oklahoma.

Yet, with well-grounded knowledge of the law, literature, the classics, political economy and the arts taught in textbooks and from teachers of note, Mr. Sheffield has not been content to settle down within four walls of an office. He is too full of life for that. He has instead, gone out into the fields of labor with his fellow man where he finds that a man gets more out of living. He has never sought to obtain for himself many of the "almighty dollars." In fact, he has perhaps given away a good-sized fortune. So generous is he that he has been known to leave his own sawmill or his own farm, take all the hands with him and work out the crop of a sick neighbor. It is probable that he has spent more hours time in helping the sick, making trips for doctors, digging graves to bury the dead than any man in this section—perhaps anywhere. He has always been kind and generous. His leadership, energetic activity and never-ending kindness has been an inspiration to hundreds of others around him and this has no doubt contributed greatly to the reputation that Calhoun county has for being helpful toward taking care of those in need within its borders.

If he is elected to Congress, Mr. Sheffield says that he will rent a big house in Washington just for the people of the Fourth Congressional District—a place for them to come and stay when they go to Washington. He says he doesn't need the \$10,000 a year salary that is paid a Congressman and therefore will spend it for a place for the people of the district to stay and for meals for them—all free as long as the \$10,000 lasts.

Always
TRAVEL BY BUS
AND
SPEND THE
DIFFERENCE
No Increase in Fares. Relax and enjoy to the full
extensive delightful, refreshing travel in deluxe, modern Tri-
State Coaches as you travel safely, surely on your way.
No weather worries. No traffic problems. Frequent ar-
rivals and departures. Depots in the heart of town. Truly
the ideal way to travel everywhere, every day.

SEE OUR LOCAL AGENT
TRI-STATE COACHES

1/3 Cost
DRIVING
YOUR CAR
12 TIMES
SAFER
WARM AND
COMFORTABLE
RECLINING CHAIRS

Mississippi in ADVERTISING and PUBLICITY

For the first time Mississippi is telling the world of agricultural, recreational and industrial resources which if effectively capitalized will win for her a place of leadership among the states of the Union. For the first time she is taking her light from under the bushel, displaying proudly the resources and God-given advantages that will make her great.

Her Advertising Commission, charged with the duty of giving wings to her message, presents below a condensed summary of its program, that Mississippians may know more fully of its activities and plans. Upon request the Commission will gladly furnish more comprehensive details than it is possible to present in this general outline.

Program Within State

It is axiomatic that no salesman can successfully sell a product he does not believe in. Nor can any people sell to the outside world a state on which they themselves are not thoroughly sold. To be thoroughly sold on Mississippi, the Commission is convinced that Mississippians need only to be adequately informed concerning it. Utilizing \$125,000 worth of newspaper space contributed without charge by patriotic Mississippi editors vitally interested in state development, the Commission is endeavoring to paint for its own people a true picture of the remarkable commonwealth in which they live. Toward that goal it has built the first section of its program:

1. MONTHLY DISPLAYS

A monthly series in all Mississippi newspapers, each display presenting on one page in comprehensive but compact form the subject concerning the state. Thus far have appeared Historical Mississippi, Recreational Mississippi, and Mississippi in Literature and Legend. Six other releases have been definitely scheduled, all being run in space donated by Mississippi editors. Monthly circulation: 240,000.

2. WEEKLY CARTOONS

A strictly Mississippi believe-it-or-not type of feature being run once each week in all Mississippi newspapers. Each cartoon presents three illustrated statements of unusual interest under the caption "It's a Fact." In response to public demand the Commission expects to reproduce the entire series in booklet form. Monthly circulation: 1,040,000.

3. WEEKLY COLUMN

A feature column to act as a catch-all for individual bits of information not adaptable to display or cartoon use. Appears in approximately two-thirds of state newspapers as "Scribbles." Monthly circulation (estimated): 665,000.

4. SPECIAL RELEASES

A special and occasional service designed to inform Mississippians of special progress and developments of statewide interest through news features and photographs.

5. STATE-WIDE PROMOTIONS

Two of these are included in the state schedule. One, the Thanksgiving Festival, has already been held. Programs reviewing the progress of the state in 1936 were conducted by 1,141 Mississippi schools, churches, and clubs. Fifty-eight members of a voluntary "Speakers Bureau" were active; Mississippi newspapers contributed \$6,340 worth of promotional space; and seven radio stations contributed time. The second promotion will be a "Mississippi Products Week" next fall.

Program Outside State

No matter how sold her own people may become, Mississippi cannot lift herself entirely by her own bootstraps. She must therefore of necessity present her convincing story to the outside world. She must remind executives that she is America's most promising industrial frontier; she must tell tourists the story of her new highways and inviting resorts; she must present to progressive farmers the appeal of her new developments in diversified agricultural effort. She must, in short, become an aggressive Mississippi. To this end the Commission has planned the second section of its program:

1. MAGAZINE ADVERTISING

A seven month display advertising schedule in national magazines and business publications, presenting the natural resources and advantages of the state and soliciting direct inquiries. Publications selected are Time, Fortune, Nation's Business, Business Week, Review of Reviews, National Geographic, and Manufacturers Record. Schedule opened April 24. Monthly coverage: 2,419,626.

2. RESERVE SCHEDULE

A second schedule in national media during the final months of the year. For this purpose the Commission has set aside a special fund which may not be expended before October 1. Selection of media and the definite plan of the schedule will be decided upon in late summer.

3. DIRECT MAIL

Ten major pieces of literature are planned by the Commission during the year. They deal in large part with the same subjects that make up Item 1 under the "Program Inside State," but treat each subject more completely. Together or in combination they are designed to answer any inquiry that may come from outside the state in response to national advertising. Four of the ten thus far have been produced.

4. PUBLICITY PROMOTION

A comprehensive editorial service to furnish favorable Mississippi manuscripts and photographs to national magazines, trade publications, metropolitan newspapers, rotogravure sections and press syndicates. Some of the nation's outstanding editors have welcomed the creation of this department, and through their columns have used its materials in \$175,503.03 worth of space since September 1, 1936. Coverage thus obtained, while difficult to estimate accurately, runs well into the millions of readers.

5. GENERAL ACTIVITIES

The Advertising Commission considers it a part of its responsibility to enlist the cooperation of others in its program. At its suggestion one full page in every telephone directory in the state for a period of six months has been made available for advertising. Funds have likewise been made available for publication of a 600-page book "Mississippi, in Word and Picture"; and automobile license tags for 1938 will doubtless become small advertisements of the state's industrial progress. These are three samples from a rather wide field of special activities, all handled without expense to the state or use of funds appropriated for the advertising program.

Summary and Cost

Through items No. 1, 2 and 3 (above) the Commission will reach a total audience during its 15-month program of 29,175,000. This does not include items 4 and 5, which cannot be estimated accurately in advance. Total cost, including plates, art work, research, materials and administration, for 15 months: \$28,000, not one dollar of which goes to any Mississippi newspaper.

Summary and Cost

The Commission believes that through the above plan it will reach during the year a sizeable majority of the reading public of the nation. Inquiries for the past two months have come from every state in the U. S. and five foreign countries. Total cost of this section, including advertising space, art, plates, photographs, manuscripts, literature, and administration: \$72,000.



MISSISSIPPI ADVERTISING COMMISSION

PUBLISHED BY THIS NEWSPAPER IN COOPERATION WITH THE MISSISSIPPI ADVERTISING COMMISSION